

K-12 PRODUCT

and Solutions

GUIDE

20232024







Our Mission

Keeping students happy and fed is a big job, so we've made it simple to satisfy students' cravings and USDA requirements with products that are as delicious as they are nourishing. With recipe inspiration, engaging programs and the brands kids know and love, let's work together to give your students the power they need to conquer the day.



NOURISH THE CRAVE™



Introducing a positive way for students to start their day and fuel their learning with fun and nourishment.

Eggo® Eggoji™ waffles made with 16g whole grain

Six waffle characters with different faces and unique personalities encourage kids to express themselves with excitement and positivity. Combined with the delicious taste kids crave and 16g of whole grain goodness per serving - your school is sure to be filled with smiles.





COLORING PAGES & PUZZLES

ENGAGE STUDENTS WITH THESE POSITIVELY FUN ACTIVITIES

Download and print these age-appropriate activity sheets, trading cards, stickers, and photo booth props to use in the cafeteria or classroom.



Help Students Celebrate Special Occasions with Our

Celebration Activity Kit





Visit our resource center at KellanovaAwayFromHome.com

See what's new in craveable foods and find creative ways to meet today's feeding challenges.

Access on-demand chef demonstrations, innovative recipes, downloadable content and much more!









and Solutions

Here you will find great chef-created tools to help build creative menus that will keep your students happy.

Go to **KellanovaAwayFromHome.com** to see our new set of

culturally diverse recipes and other meal solutions.



Black Bean

Crumble Tacos



Kellanova Better Days

OUR COMMITMENT BY THE END OF 2030:

Nourishing 1.5 BILLION PEOPLE WITH OUR FOODS



Accessible foods that deliver nutrients of need, such as fiber, protein, and micronutrients

Feeding **OVER 400 MILLION PEOPLE**



Feed 400 million people facing food insecurity through food donations, expanded child feeding programs, and disaster relief

Nurturing

TO CREATE A CLIMATE-POSITIVE FUTURE



Achieve 100% renewable electricity





Advance the wellbeing of 250,000 people in our food value chain, from farming communities to processors, prioritizing support for vulnerable groups (from a 2023 baseline)



Responsibly source 12 priority ingredients



Work towards 100% reusable, recyclable or compostable packaging (by volume)

Ensuring

DIVERSITY, EQUITY, DIVERSITY AND INCLUSION

IN OUR WORKFORCE



Gender 50/50 parity at the management level by the end of 2025



Achieve 30% racially underrepresented talent in the U.S. at the management level



Ensure our North American business spends \$259 million with diverse Tier 1 suppliers and \$52 million with diverse Tier 2 suppliers in 2023







Engage 2 billion people in advocating for sustainable and equitable access to food.

Snack Power Versatility



Our portfolio of snacks and products are easily adaptable in and outside of the cafeteria!

Try adding Cheez-It® to a dish for a crunchy, cheez-y experience!

Add a Rice Krispies Treats® bar to any grab and go program to add a Snap! Crackle! Pop!® to any occasion!





Pop-Tarts^o can be used as a part of a breakfast line, a quick snack, or even in a delicious yogurt parfait!

Kellogg's® Grahams provide whole grain to add to your diet!





20Z.Grain Eq.
(2 Waffles)

32g

Whole Grain Per Serving

Og Trans Fat



NO HFCS



Colors & Flavors from Natural Sources



Add menu excitement and boost participation!

Already a favorite with kids, these comical, fun-to-eat emoji-inspired waffles are now available in chocolate, the top-menued breakfast flavor in K-12.¹



A Flexible Menu Item

Serve alone as waffles, in sandwiches, or as a quick snack for any daypart! Either thaw and serve or heat and serve.



Student Approved

Successfully student taste tested,² and popular with students! Eggoji™ Waffles enjoyed a 20% growth since their 2021 launch, with 1,000 operators purchasing.³

ltem#	Product Description	Case
38000-28042	Eggo® Eggoji™ Waffles, Chocolate Made With 32g Whole Grain	144ct./1.3oz.

FOR MORE INFORMATION, PLEASE CONTACT YOUR KELLANOVA SALES REPRESENTATIVE, OR VISIT KELLANOVAAWAYFROMHOME.COM

Kellanova Away From Home



2023 - 2024 SCHOOL YEAR QUALIFYING PRODUCTS

Code	Product Description	Pack Size	M/MA	Grain Oz. Eq.	Points		
	Eggo [®] Minis Whole Grain Pancakes						
38000-92562	Eggo® Minis Maple Flavored Pancakes	72/3.03 oz.		2	30		
38000-18574	Eggo® Minis Confetti Pancakes	72/3.03 oz.		2	30		
	Eggo [®] Minis Whole Grain Waffle	s					
38000-92313	Eggo® Minis Cinnamon Waffles	72/2.64 oz.		2	35		
38000-92315	Eggo® Minis Maple Flavored Waffles	72/2.64 oz.		2	35		
	Eggo [®] Minis Whole Grain French To	ast					
38000-80801	Eggo® Minis Chocolate Chip French Toast	72/3.03 oz.		2	35		
38000-80693	Eggo® Minis Original French Toast	72/3.03 oz.		2	35		
	Eggo [®] Whole Grain Bulk Waffles	1					
38000-24698	Eggoji™ Waffles Made With 16g Whole Grain	144/1.23 oz.		2 ¹	75		
38000-28042	Chocolate <i>Eggoji</i> ™ Waffles Made With 32g Whole Grain	144/1.3 oz.		21	75		
	Plant-Based Protein Child Nutrition	Label					
28989-97762	MorningStar Farms® Whole Grain Breaded Vegan Chik'n Nuggets, CN Labeled, Vegan	1/10 lb.	2 ²		150		
28989-10407	MorningStar Farms® Veggie Buffalo Wings, CN Labeled, Vegan	1/10 lb.	23		150		
28989-10230	MorningStar Farms® Italian Sausage Style Crumbles, CN Labeled, Vegan	2/5 lb.	14		165		
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties, CN Labeled	About 111/1.34 oz.	1 ⁵		135		
28989-49938	MorningStar Farms® Spicy Black Bean Burgers, CN Labeled	48/2.9 oz.	2 ⁵		140		
28989-10409	MorningStar Farms® Grillers Prime Burgers, CN Labeled	48/2.5 oz.	2 ⁵		100		



Kellanova Code	Product Name	Case Pack	Whole Grain Rich	Grain/MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
NUTRI WHOLE GRAIN-RICH NUTRI-GRAIN* SOFT-BAKED BREAKFAST BARS (1 OEG VERSIONS)									
38000-90819	Nutri-Gruin® Soft-Baked Breakfast Bar Blueberry for Schools Adelicious way to rise and thrive. Featuring whole grain, essential vitamins and minerals, and a sweet fruity flavored filling; Whole grain-rich (14g whole grain per serving). Contains 3g dietary fiber per serving (3.5g fat per serving). No HFCS. Good source of 8 vitamins and minerals.	96ct/ 1.55oz	V	1oz	V	-	-	_	V
38000-59779	Nutri-Gruin® Soft-Baked Breakfast Bar Apple Cinnamon for Schools Adelicious way to rise and thrive. Good source of 8 vitamins and minerals. Whole grain-rich (14g whole grain per serving) Contains 3g dietary fiber per serving (3.5g fat per serving). No HFCS. Good source of 8 vitamins and minerals.	96ct/ 1.55oz	~	1oz	v	_	-	-	V
38000-59772	Nutri-Gruin® Soft-Baked Breakfast Bar Strawberry for Schools Adelicious way to rise and thrive. Whole grain-rich (14g whole grain per serving) soft baked breakfast bar. Contains 3g dietary fiber per serving (3.5g fat per serving). No HFCS. Good source of 8 vitamins and minerals.	96ct/ 1.55oz	•	1oz	v	-	-	-	~
NUTRI WH	OLE GRAIN-RICH <i>NUTRI-GRAIN</i> ° SOFT-BAKED	BREAK	FAST BA	RS (0.75	OEG VERSI	ONS)			
38000-35845	Nutri-Grain® Soft Baked Breakfast Bar Raspberry Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	~	0.75oz	V	-	-	-	-
38000-35745	Nutri-Grain® Soft Baked Breakfast Bar Blueberry Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	•	0.75oz	~	-	-	-	-
38000-35645	Nutri-Gruin® Soft Balked Breakfast Bar Apple Cinnamon Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	~	0.75oz	~	_	-	-	-
38000-35945	Nutri-Grain® Soft Baked Breakfast Bar Strawberry Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	•	0.75oz	~	_	-	-	-
38000-05872	Nutri-Grain® Soft Baked Breakfast Bar Assortment (16 each) Strawberry, Blueberry and Apple Cinnamon Assorted Nutri-Grain® soft baked breakfast bars. Varieties include Apple Cinnamon, Blueberry and Strawberry. Specifications for each flavor above. Assortment contains (16) Strawberry, (16) Apple Cinnamon, and (16) Blueberry.	48ct/ 1.3oz	~	0.75oz	•	-	-	-	-
Pop.	VHOLE GRAIN-RICH POP-TARTS®								
38000-55122	Pop-Tart* Made With Whole Grain Frosted Cinnamon, Single Pack Boost participation by adding Kellogg's* Pop-Tarts* made with Whole Grain Frosted Cinnamon toaster pastries to your menu. No HFCS. 11 grams of whole grain perserving, good source of 7 vitamins and minerals, good source of fiber, and contains 3g total fat per serving.	120ct/ 1.69oz	~	1.25oz	V	V	V	-	V
38000-55130	Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain Frosted Strawberry toaster pastries to your menu. 10g whole grain per serving, a good source of 7 vitamins and minerals, and contain 3g dietary fiber per serving (2.5g fat perserving). No HFCS.	120ct/ 1.69oz	~	1oz	V	~	~	_	V
38000-17196	Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® made with Whole Grain Frosted Blueberry toaster pastries to your menu. 10g whole grain per serving Contains 3g dietary fiber per serving (2.5g fat per serving). Good source of 7 vitamins and minerals. No HFCS.	120ct/ 1.69oz	~	1oz	V	_	_	_	V
38000-12070	Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® made with Whole Grain Frosted Fudge toaster pastries to your menu. 11g whole grain perserving and contains 3g dietary fiber per serving (3g fat per serving) with 7 vitamins and minerals. No HFCS.	120ct/ 1.69oz	•	1.25oz	~	_	_	-	~

Kellanova Code	Product Name	Case Pack	Whole Grain Rich	Grain/MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
WHOLE GRAIN-RICH POP-TARTS									
38000-55125	Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® made with Whole Grain toaster pastries to your menu. 23g whole grain per serving Contains 6g dietary fiber per serving (6g fat per serving). No HFCS.	72ct/ 3.3oz	v	2.5oz	V	V	V	_	-
38000-55133	Pop-Tarts® Made With Whole Grain Frosted Strawberry, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. Excellent source of 7 vitamins and minerals, excellent source of fiber (contains 5g total fat per serving). No HFCS.	72ct/ 3.3oz	V	2oz	V	~	V	_	_
38000-17199	Pop-Tarts® Made With Whole Grain Frosted Blueberry, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries are your menu. 21g whole grain per serving, 6g dietary fiber per serving (5g fat per serving) an excellent source of 7 vitamins and minerals. No HFCS.	72ct/ 3.3oz	V	2oz	•	_	-	_	_
38000-12073	Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain Toaster Pastries to your menu. 23g whole grain per serving, 6g dietary fiber per serving (6g fat per serving) and an excellent source of 7 vitamins and minerals. No HFCS.	72ct/ 3.3oz	V	2.5oz	V	-	-	_	_
RICE KRISPIES V	/HOLE GRAIN-RICH <i>RICE KRISPIES</i>	TREAT	'S " TRE	AT BAR	S				
38000-11052	Kellogg's® Rice Krispies Treats® Bars Made with Whole Grain Created with an innovative brown rice recipe specially formulat- ed to meet USDA nutritional and whole-grain requirements (1 ounce whole grain equivalent per serving).	80ct/ 1.41oz	~	1oz	v	~	-	_	V
38000-14567	Kellogg's® Rice Krispies Treats® Bars Chocolately Chip Made with Whole Grain Made with chocolatey chips for a delicious, ready-to-eat treat. 17g whole grain per serving.	80ct/ 1.59oz	~	1oz	•	_	_	-	~
38000-26452	Kellogg's® Rice Krispies Treats® Bars Confetti Made with Whole Grain A great addition to your a la carte line up. These vanilla-flavored treat bars are topped with colorful sprinkles and made with 10z. grain equivalent of whole grain goodness.	80ct/ 1.48oz	~	1oz	V	_	_	_	•
38000-14540	Kellogg's® Rice Krispies Treats® Bars Minis Made with Whole Grain Created with an innovative brown rice recipe specially formulated to meet USDA nutritional and whole-grain requirements, and deliver the delicious taste that encourages participation.	600ct/ 0.42oz	~	0.25oz	~	~	-	_	•
Kelloggis	WHOLE GRAIN-RICH GRAHAMS (I OEG \	/ERSIO	NS)					
30100-12695	Kellogg's® ChatSnax Vanilla Grahams Deliver fun & drive a la carte excitement with these delicious fun- shaped vanilla flavored grahams. Whole grain rich (8g whole grain per serving). No HFCS.	210ct/ 1oz	~	1oz	V	V	~	~	~
30100-50689	Kellogg's® Scooby-Doo!™ Bones Cinnamon Graham Sticks Delightfully crispy, sweet cinnamon graham crackers in fun dog-bone shapes. 8g whole grain perserving. No HFCS.	210ct/ 1oz	~	1oz	v	~	~	~	V
30100-55644	Kellogg's® Bug Bites® Cinnamon Grahams These delightful treats are cinnamon-flavored, bug-shaped graham crackers for goodness in every bite with 8g of whole grain in each serving. No HFCS.	210ct/ 1oz	~	1oz	v	~	V	~	~
30100-40239	Kellogg's * Tiger Bites Grahams Chocolate These delightful treats feature tasty tiger-shaped graham crackers with sweet chocolate flavor for goodness in every bite. Made with 9g whole grain per serving. No HFCS.	150ct/ 1oz	•	1oz	~	_	_	~	~

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Helloggis Whole Grain-Rich Grahams (1 DEG VERSIONS)									
30100-40213	Kellogg's® Tiger Bites Grahams Original These delightful treats feature tasty tigershaped graham crackers. Made with 9g whole grain per serving. No HFCS.	150ct/ 1oz	~	1oz	V	~	V	~	~
30100-40221	Kellogg's * Tiger Bites Grahams Cinnamon These delightful treats feature tasty tiger-shaped graham crackers with sweet cinnamon flavor for goodness in every bite. Made with 9g whole grain per serving. No HFCS.	150ct/ 1oz	~	1oz	~	~	~	~	~
30100-91822	Kellogg's® Honey Grahams Made with a sweet taste of honey and are a perfect addition to breakfast, lunch or snacking. contains 8g of whole grain per serving. No HFCS.	150ct/ 3ct	~	1oz	V	V	~	~	V
30100-91829	Kellogg's® Original Grahams Perfectly-baked crispness and delectably sweet flavor. 8g of whole grain per serving and no HFCS. Ready to eat for breakfast, lunch or snack time.	150ct/ 3ct	~	1oz	V	~	~	~	V
Kelloggis v	VHOLE GRAIN-RICH GRAHAMS (2	2 OEG	VERSIC	DNS)					
38000-24518	Kellogg's® Crunchmania® Cinnamon Bun Whole grain-rich (16g whole grain per serving) bite-size breakfast flavored cinnamon bun shaped grahams. No HFCS.	100ct/ 1.76oz	V	2oz	V	~	~	~	-
38000-24520	Kellogg's® Crunchmania® French Toast Whole grain-rich (17g whole grain per serving) bite-sized breakfast flavored French toast-shaped grahams. No HFCS.	100ct/ 1.76oz	~	2oz	V	~	~	~	-
<u>CHEEZ-IT</u> w	HOLE GRAIN-RICH CHEESE CRAC	KERS							
24100-79263	Cheez-It® Made with Whole Grain Crackers, Original Cheddar The crowd favorite flavor of Cheez-It® is made with 9 grams of whole grain per 21-grams serving size. Ideal compan- ion for lunches, mid-day and after-school snadss. Each cracker has been baked to perfection and is made with 100% real cheese.	175ct/ 0.75oz	v	1oz	V	~	V	~	V
24100-10480	Cheez-It® Made with Whole Grain Crackers, Original Cheddar, Vend Size Satisfy students with Cheez-It® Made with 12g Whole Grain Baked Snack Crackers, Bite-size cheese crackers baked to crispy perfection and made with 100% real cheese.	60ct/1oz	•	1.5oz	v	~	~	~	V
Eggo WHOL	E-GRAIN RICH MINI PANCAKES, '	WAFFL	.ES & F	RENCH	TOAST B	ITES			
38000-92313	Eggo® Mini s Cinnamon Waffles Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 2.64oz	V	2oz	V	V	V	~	_
38000-92315	Eggo® Minis Maple Flavored Waffles Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or sim- ply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 2.64oz	~	2oz	v	~	~	~	_
38000-80801	Eggo® Minis Chocolate Chip French Toast Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or sim- ply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 3.03oz	~	2oz	V	~	V	~	-

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Eggo WHOLE-GRAIN RICH MINI PANCAKES, WAFFLES & FRENCH TOAST BITES									
38000-80693	Eggo® Minis Original French Toast Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 3.03oz	~	2oz	V	~	~	~	-
38000-92562	Eggo® Minis Maple Flavored Puncakes Make serving up a delicious & fun breakfast easy. 35g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 6 vitamins and minerals.	72ct/ 3.03oz	V	2oz	v	~	~	~	-
38000-18574	Eggo® Minis Confetti Pancakes Make serving up a delicious & fun breakfast easy. 35g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 6 vitamins and minerals.	72ct/ 3.03oz	~	2oz	v	~	~	V	-
Eggo	BULK WHOLE GRAIN WAFFLES								
38000-24698	Eggo® Eggojji™ Waffles made with 16g Whole Grain Crafted with delicious ingredients including whole grains (16g whole grain per 2 waffle serving) Warm & serve or thaw & serve for ultimate flexibility. No HFCS. Good source of 8 vitamins and minerals.	144ct	V	2oz (2 waffles)	V	V	V	~	V
38000-28042	Eggo® Eggoji™ Chocolate Waffles made with 32g Whole Grain Crafted with delicious ingredients including whole grains and a slightly sweet chocolate flavor your students are sure to enjoy. 32g whole grain per 2 waffle serving. Warm & serve or thaw & serve for ultimate flexibility. No HFCS. Good source of 7 vitamins and minerals.	144ct	~	2oz (2 waffles)	V	V	V	~	V
Garden	burger Morning VEGGIE - CN LABELE	D							
28989-97152	MorningStar Farms® Original Veggie Sausage Patties CN Labeled Plant-based and seasoned with an aromatic blend of herbs and spices. Each 1.34oz patty is vegetarian. Good source of protein (9 grams per serving) and 1 oz equivalent meat alternate.	About 111ct/ 1.34oz	N/A	1oz MA	v	-	-	~	-
28989-49938	MorningStar Farms® Spicy Black Bean Veggie Burgers CN Labeled Vegetarian and made with non-GMO soy. Excellent source of protein (14g per serving; 2oz equivalent meat alternate).	48ct/ 2.9oz	N/A	2oz MA	V	~	~	~	-
28989-10409	MorningStar Farms® Grillers Prime - CN Labeled Vegetarian and made with non-GMO soy. Excellent source of protein (16g per serving) and 2oz equivalent meat alternate.	48ct/ 2.5oz	N/A	2oz MA	V	~	~	~	-
28989-10230	Morningstar Farms® Italian Sausage Style Veggie Crumbles CN Labeled Make any recipe that calls for ground sausage vegan-friendly. Good source of protein (12g per 1/2 cup serving) and 1oz equivalent meat alternate.	2ct/5lb	N/A	1/2 cup = 1oz MA	V	V	V	~	_
28989-97762	Morningstar Farms® Whole Grain Breaded Vegan Chik'n Nuggets Seasoned vegan nuggets with a crispy outside and tender inside. Good source of protein (12g per 4-nuggetserving; 2oz equivalent meat alternate, 1oz grain)	10 lb	N/A	4 nuggets = 2oz MA 1oz. Grain	V	V	V	~	_
28989-10407	MorningStar Farms® Veggie Buffalo Wings CN Labeled Crispy outside and tender inside. These vegan buffalo wings are a good Source of Protein (14g per 5-wing serving) and 2oz equivalent meat alternate. Made with non-GMO soy.	10 lb	N/A	5 wings = 2oz MA	~	~	~	~	_





Kellanova K-12 PRODUCT

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