

# Crunchy & Craveable

**Kellogg's®**  
**SCOOPY-DOO!**

## Baked Graham Cracker Snacks

It's no mystery – students love the delicious taste and satisfying crunch of Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks.

**1oz.**

Grain Equivalent  
Per Serving



No High Fructose  
Corn Syrup



Buy American  
Compliant



CACFP Eligible

**SS**

Smart Snacks  
Eligible

**8g**

Whole Grain Per  
28g Serving



Kellanova is the  
**#1 Cracker Company**  
with 64.3% of the market<sup>1</sup>



Kellogg's® Scooby-Doo!™  
**#1 Shaped  
Graham Brand  
in the Category<sup>1</sup>**



**Kids love grahams!**

Graham crackers is the most popular cracker type in K-12,  
growing by 4.3% in the last 12 months<sup>2</sup>

Try our **NEW**  
**Chocolate**  
**Flavor!**

Available  
July 2025

**Available  
Now!**



Item #	Distributor #	Product Description	Case
30100-12956		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Chocolate <b>Available July 2025</b>	210ct./1oz.
30100-50689		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon <b>Available Now!</b>	210ct./1oz.

For more information, contact your  
Kellanova Sales Representative or visit  
[KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)