

Make Your Breakfast Program Pop!



Pop-Tarts® toaster pastries are an iconic part of breakfast. Fully baked and conveniently portable, they're a ready-to-eat treat from a brand kids love.

Kellanova provides a variety of delicious *Pop-Tarts®* products formulated just for schools to meet USDA nutrition guidelines. With **at least 10g of whole grain per serving**, parents can feel confident their kids are being served wholesome, nourishing foods they enjoy. And you'll love the individually wrapped servings for easy menuing at breakfast, breakfast after the bell, or snack occasions.



Pop-Tarts® is the most popular snack bar/toaster pastry brand in K-12, growing 3% within the last 12 months¹



Toaster Pastries is the 2nd most popular snack bar/toaster pastries subcategory in K-12¹

Power up students' days and your school nutrition program with whole-grain *Pop-Tarts®*!

Item #	Distributor #	Product Description	Case
38000-55130		Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack	120ct./1.69oz.
38000-55122		Pop-Tart® Made With Whole Grain Frosted Cinnamon, Single Pack	120ct./1.69oz.
38000-17196		Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack	120ct./1.69oz.
38000-12070		Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack	120ct./1.69oz.
38000-55133		Pop-Tarts® Made With Whole Grain Frosted Strawberry, Twin Pack	72ct./3.3oz.
38000-55125		Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Twin Pack	72ct./3.3oz.
38000-17199		Pop-Tarts® Made With Whole Grain Frosted Blueberry, Twin Pack	72ct./3.3oz.
38000-12073		Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack	72ct./3.3oz.



1oz. Grain Equivalent Per Serving

Qualifies as Smart Snack



2oz. Grain Equivalent Per Serving

Qualifies as Smart Snack Entree



At Least 3g Dietary Fiber Per Serving



Good Source of 7 Essential Vitamins & Minerals



No High Fructose Corn Syrup

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

1. Circana SupplyTrack® Last 12 Months Ending March 2024. ©2024 Kellanova

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