

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 market¹



Kellogg's® Scooby-Doo!™
**#1 Shaped
Graham Brand
in the Category¹**



Kids love grahams!

Graham crackers is the most popular cracker type in K-12,
growing by 4.3% in the last 12 months²

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 Available July 2025	210ct./1oz.
30100-50689		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon Available Now!	210ct./1oz.

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