

K-12

**Feeding
Bright
Futures**



Product and Solutions Guide

2024
2025

Kellanova
Away From Home

Feeding Bright Futures

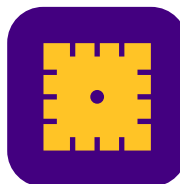


Yummy flavors and wholesome nutrition are just the start of what Kellanova brands offer!

Our K-12 breakfast, snacking and plant-based products are formulated specifically for schools, making it simple to satisfy kids' cravings and meet USDA requirements while providing meals and snacks as delicious as they are nourishing.

Our portfolio is packed with brands and flavors that kids know and love. Many of our products feature whole-grain ingredients, vitamins and minerals, and no high fructose corn syrup* – so you can feel confident you're serving up wholesome, parent-approved choices to help students conquer the day. Our website also offers recipe inspiration, serving suggestions, and engaging programs, along with marketing and educational tools to support your efforts.

Together we can drive student participation and help feed their bright futures!



Breakfast



go FOR GREAT STARTS

KELLANOVA MAKES IT EASY TO START STUDENT MORNINGS OFF RIGHT!

Our nutritious, delicious assortment of Eggo® products are a big hit at breakfast and beyond. Eggo® is the #1 brand in frozen breakfast* and our Minis, Waffles and Grams offer the formats and flavors kids love. Plus, our entire lineup of K-12 Eggo® products is made with whole grains to help drive student success. **Go with Eggo® for convenient mealtime and snacking solutions.**

FUN & FROOT-Y



Serving up student favorites with a mashup of two classic brands! Delicious Eggo® Froot Loops® waffles are now available.

BERRY GOOD NEWS



Our versatile Eggo® Minis Pancakes are easy to heat or thaw and serve – and we've brought back our beloved Blueberry flavor!

GRAHAM GOODNESS



Crunchy, bite-sized Eggo® Original Waffle & Cinnamon French Toast Graham Crackers in iconic, kid-loved shapes are ideal for grab-and-go breakfasts and snacks.

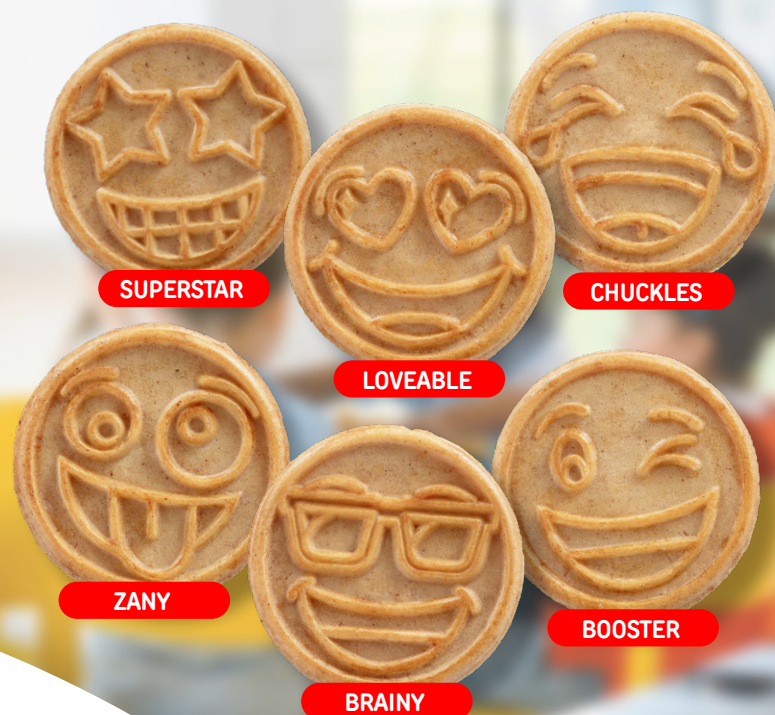
L'EGGO WITH **Eggo**

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

Kellanova
Away From Home

Breakfast

Eggo
SHARE
POSITIVITY



go WITH
WHOLE GRAIN
Eggoji™ WAFFLES

MADE WITH 16G OF WHOLE GRAIN PER SERVING

INTRODUCING A POSITIVE, FUN WAY FOR STUDENTS TO FUEL THEIR LEARNING

Six fun waffle characters with different faces and unique personalities encourage kids to express themselves with excitement and positivity. Starting their day with the homemade taste they love, with 16g of nourishing whole grain per serving, gives you and your students something to smile about!



CLICK HERE FOR OUR EASY TO DOWNLOAD KIT



COLORING PAGES & PUZZLES



STICKERS



TRADING CARDS



PHOTO BOOTH PROPS

CREATE A WEEK OF FUN AND LEARNING • SHARE WITH TEACHERS AND THE PTA • PERFECT FOR BETTER BREAKFAST MONTH

L'EGGO WITH **Eggo**

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OR VISIT KELLANOVAAWAYFROMHOME.COM

Kellanova
Away From Home

Snacking

Kellanova has the Whole Grain-Rich snacks students love



From Breakfast and Snack Bars...



Nutri-Grain® Bar Reformulation
Coming for SY25-26!



...to Toaster Pastries...



ENT



...and Snack Crackers & Grahams...



ENT

...our portfolio of whole grain-rich snacks are loved by students and easy to serve in and outside of the cafeteria!

ENT

Smart Snack Entree
Qualifies as a grain-only entree under USDA Smart Snack guidelines. All other items pictured meet Smart Snack snack criteria.

For more information, contact your Kellanova Sales Representative or visit KellanovaAwayFromHome.com

Kellanova
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Snacking

SNACKING SIMPLIFIED

DOES YOUR A LA CARTE PROGRAM NEED A LITTLE LIFT?

These easy-to-assemble, easy-to-use merchandisers featuring *Kellogg's® Rice Krispies Treats®* Bars Made With Whole Grain for Schools are perfect near the cash register or on mobile carts.



These merchandisers are compact, lightweight, and gravity-fed, saving space, labor, and time across your operation. You can choose from branded or unbranded options. Our fishbowl merchandiser is also the clear choice for *Kellogg's® Rice Krispies Treats®* Minis Made With Whole Grain for Schools in a simple grab-and-go format.

AND BEST OF ALL, THEY'RE FREE!

ITEM #	PRODUCT DESCRIPTION	CASE
38000-11052	<i>Kellogg's® Rice Krispies Treats®</i> Bar Made With Whole Grain for Schools	80ct./1.41oz.
38000-14567	<i>Kellogg's® Rice Krispies Treats®</i> Chocolatey Chip Bar Made With Whole Grain for Schools	80ct./1.59oz.
38000-26452	<i>Kellogg's® Rice Krispies Treats®</i> Confetti Bar Made With Whole Grain for Schools	80ct./1.48oz.
38000-14540	<i>Kellogg's® Rice Krispies Treats®</i> Minis Made With Whole Grain for Schools	600ct./0.42oz.

For more information, contact your Kellanova Sales Representative or visit KellanovaAwayFromHome.com

Kellanova
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Snacking

IT'S TIME TO CELEBRATE

with

Kellogg's®
**RICE KRISPIES®
TREATS**



HELP STUDENTS CELEBRATE
SPECIAL OCCASIONS WITH OUR

CELEBRATION ACTIVITY KIT!

Use this kit for any special occasion, filled
with fun activities that students can enjoy
in the classroom or in the cafeteria.

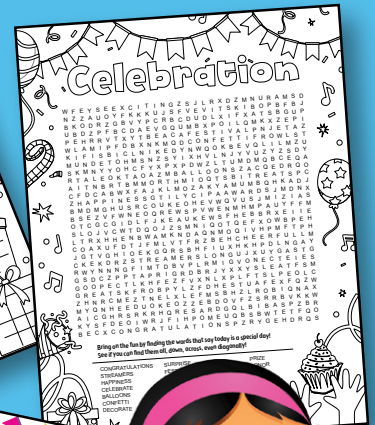
BIRTHDAYS
SCHOOL MILESTONES
SCHOOL SPIRIT DAYS
CALENDAR OBSERVANCES
(DIVERSITY AND INCLUSION)



**TREAT KIDS TO A
PARTY IN EVERY BITE**
with Kellogg's® Rice Krispies Treats®
Bars Made With Whole Grain!



**CLICK HERE
TO DOWNLOAD THE KIT**



For more information, contact your Kellanova Sales Representative
or visit KellanovaAwayFromHome.com

Kellanova
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PLANT-BASED FOR THE PLANET

FEED YOUR STUDENTS THE TASTES THEY CRAVE AND MAKE A POSITIVE IMPACT!

Today's students are committed to making a difference for the environment with ecologically sound choices. This includes choosing *MorningStar Farms*® vegetarian and vegan options instead of meat.

We worked with climate experts to study the environmental impact of swapping out meat for *MorningStar Farms*® plant-based products. We found that creating a *MorningStar Farms*® food vs. real meat results in measurable benefits like:



33% FEWER GREENHOUSE GAS EMISSIONS¹



73% LESS LAND USAGE¹



86% LESS WATER USAGE¹



ENVIRONMENTAL IMPACT CALCULATOR



Check out our Environmental Impact Calculator to learn more about how *MorningStar Farms*® products help benefit our planet and people.

Our plant-based solutions are also tasty, nutritious, and a hit with kids! *MorningStar Farms*® is the largest plant-based protein and veggie brand in K-12, with 55.3% market share.² For an easy, convenient way to add plant-based solutions to your foodservice operation and drive student participation, choose *MorningStar Farms*®.

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

1. Product footprint comparisons were assessed by an independent entity using the GHG Protocol Product Standard. Representative MSF products were compared to the most environmentally efficient meat counterparts. Assumptions were made on environmental impacts; actual impacts may vary. All products are compared on a 60g basis. Independent Life Cycle Analysis 2022. https://www.morningstarfarms.com/en_US/veggie-foods-comparison-facts.html 2. Circana SupplyTrack®, Last 12 Months Ending October 2024. ©2025 Kellanova

Plant-Based

SERVE UP PLANT-BASED OPTIONS THAT STUDENTS LOVE!

Morning
Star
FARMS®



1oz. MA
(1 Patty)

**MorningStar Farms® Original
Veggie Sausage Patties**

CN Labeled meatless savory sausage
patty seasoned with spices.



2oz. MA
(1 Burger)

**MorningStar Farms®
Spicy Black Bean Burgers**

CN Labeled patty made from black beans,
whole kernel corn, tomatoes and
mild green chiles.



2oz. MA
(1 Burger)

**MorningStar Farms®
Grillers Prime Veggie Burgers**

CN Labeled plant-based burger style patty.



1oz. MA
(1/2 Cup)

**MorningStar Farms® Italian
Sausage Style Veggie Crumbles**

CN Labeled vegan meatless
sausage style crumbles.



2oz. MA
(4 Nuggets)
**1oz. Eq.
Grain**

**MorningStar Farms® Veggie Classics
Whole Grain Breaded Chik'n Nuggets**

CN Labeled vegan meatless
whole grain breaded chik'n nuggets.



2oz. MA
(5 Wings)

**MorningStar Farms®
Veggie Buffalo Wings**

CN Labeled vegan meatless buffalo wings
with a spicy, crispy breaded texture.

ITEM #	PRODUCT DESCRIPTION	CASE
28989-97152	<i>MorningStar Farms® Original Veggie Sausage Patties CN Labeled</i>	About 111ct./1.34oz.
28989-49938	<i>MorningStar Farms® Spicy Black Bean Burgers CN Labeled</i>	48ct./2.9oz.
28989-10409	<i>MorningStar Farms® Grillers Prime Veggie Burgers CN Labeled</i>	48ct./2.5oz.
28989-10230	<i>MorningStar Farms® Italian Sausage Style Veggie Crumbles CN Labeled</i>	2ct./5lb.
28989-97762	<i>MorningStar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets CN Labeled</i>	1ct./10lb.
28989-10407	<i>MorningStar Farms® Veggie Buffalo Wings CN Labeled</i>	1ct./10lb.

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Representative or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

Kellanova
Away From Home



Bonus Bonanza!

Kellanova is proud to continue its partnership with Cool School Cafe, helping enhance your school's feeding program and making every dollar spent go farther.

Simply make a qualifying purchase of select *Eggo®*, *MorningStar Farms®*, or *Kellogg's® Rice Krispies Treats®* products, and you'll earn valuable bonus points you can redeem towards hundreds of items to enhance your foodservice operation.

We offer a range of Bonus Points programs to meet the needs of every Operator:



**Welcome,
New Operators!**

BONUS PROGRAM

First-time purchasers qualify for 5,000 points*

X2

**Thank You,
Returning Operators!**

DOUBLE POINTS BONUS PROGRAM

Return purchasers qualify for double case points*



**Returning Operators
Rockin' New Menu Items!**

NEW PURCHASE BONUS PROGRAM

Returning purchasers qualify for 10,000 points*

Leverage Cool School Cafe to invest in your school nutrition program!

YOUR POINTS CAN BE REDEEMED FOR:



**Kitchen
Equipment
& Utensils**



Electronics



Apparel



**Marketing &
Student Education
Materials**



**School Nutrition
Association (SNA)
Membership
& Professional
Development**



**Annual SNA
Conference
Registration**

**For more information on program details and eligibility requirements,
contact your Kellanova Sales Representative or visit KellanovaAwayFromHome.com**

*When purchasing at least 20 cases of any Kellanova Away From Home qualifying products during the promotional period (July 1, 2024 - June 30, 2025).
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Away From Home

2024-2025 School Year QUALIFYING PRODUCTS

Code	Product Description	Pack Size	Grain Oz. Eq.	M/MA	Points
Eggo® Single Serve IW Pancakes, Waffles & French Toast Made With Whole Grain					
38000-92560	Eggo® Minis Pancakes Blueberry	72ct./3.03oz.	2	--	35
38000-92562	Eggo® Minis Pancakes Maple Flavored	72ct./3.03oz.	2	--	35
38000-18574	Eggo® Minis Pancakes Confetti	72ct./3.03oz.	2	--	35
38000-92313	Eggo® Minis Waffles Cinnamon	72ct./2.64oz.	2	--	40
38000-92315	Eggo® Minis Waffles Maple Flavored	72ct./2.64oz.	2	--	40
38000-80801	Eggo® Minis French Toast Chocolate Chip	72ct./3.03oz.	2	--	40
38000-80693	Eggo® Minis French Toast Original	72ct./3.03oz.	2	--	40
38000-29443	Eggo® Froot Loops® Waffles Made With 17g Whole Grain	72ct./2.6oz.	2 ¹	--	40
Eggo® Bulk Waffles Made With Whole Grain					
38000-24698	Eggo® Eggoji™ Waffles Made With 16g Whole Grain	144ct./1.23oz.	2 ¹	--	75
Plant-Based Products Child Nutrition Label					
28989-97762	MorningStar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets, CN Labeled, Vegan	1ct./10lb.	1 ²	2 ²	155
28989-10407	MorningStar Farms® Veggie Buffalo Wings, CN Labeled, Vegan	1ct./10lb.	--	2 ³	155
28989-10230	MorningStar Farms® Italian Sausage Style Veggie Crumbles, CN Labeled, Vegan	2ct./5lb.	--	1 ⁴	170
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties, CN Labeled	About 111ct./1.34oz.	--	1 ⁵	140
28989-49938	MorningStar Farms® Spicy Black Bean Burgers, CN Labeled	48ct./2.9oz.	--	2 ⁵	145
28989-10409	MorningStar Farms® Grillers Prime Burgers, CN Labeled	48ct./2.5oz.	--	2 ⁵	105
Kellogg's® Rice Krispies Treats® Made With Whole Grain					
38000-11052	Kellogg's® Rice Krispies Treats® Bar Made With Whole Grain for Schools	80ct./1.41oz.	1 ⁶	--	40
38000-26452	Kellogg's® Rice Krispies Treats® Confetti Bar Made With Whole Grain for Schools	80ct./1.48oz.	1 ⁶	--	40
38000-14567	Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain for Schools	80ct./1.59oz.	1 ⁶	--	40
38000-14540	Kellogg's® Rice Krispies Treats® Minis Made With Whole Grain for Schools	600ct./0.42oz.	0.25 ⁶	--	100



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1. Based on suggested serving size of 2 waffles. 2. Based on suggested serving size of 4 nuggets. 3. Based on suggested serving size of 5 wings. 4. Based on suggested serving size of 1/2 cup. 5. Based on suggested serving size of 1 patty. 6. Based on suggested serving size of 1 bar. ©2025 Kellanova



K-12 Foodservice Solution Center

Your Guide to Feeding Bright Futures

Visit our virtual Foodservice Solution Center to see what's new in Breakfast, Snacking and Plant-Based foods! At KellanovaAwayFromHome.com, you'll find valuable information to support your business and creative ways to meet today's feeding challenges, including:

Marketing & Education



Marketing and educational tools to help showcase your foodservice program and promote parent confidence.

Recipes



Innovative, culturally diverse recipes and menu templates to help drive student participation.

Programs



Up-to-date program and promotions information.

Guides & Sell Sheets



Plus, additional resources to spark your own culinary inspiration!

Visit KellanovaAwayFromHome.com to learn more!

Kellanova Code	Distributor Code	Item Description	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 (SS) or Smart Snack Entree (ENT)
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WHOLE GRAIN-RICH NUTRI-GRAIN® SOFT-BAKED BREAKFAST BARS (1 OEG VERSIONS)

38000-90819		Nutri-Grain® Soft-Baked Breakfast Bar Blueberry for Schools A delicious way to rise and thrive. 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. Reformulation Coming SY25-26	96ct./1.55oz.	✓	1oz.	✓	—	—	—	SS
38000-59779		Nutri-Grain® Soft-Baked Breakfast Bar Apple Cinnamon for Schools A delicious 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. Reformulation Coming SY25-26	96ct./1.55oz.	✓	1oz.	✓	—	—	—	SS
38000-59772		Nutri-Grain® Soft-Baked Breakfast Bar Strawberry for Schools A delicious 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. Reformulation Coming SY25-26	96ct./1.55oz.	✓	1oz.	✓	—	—	—	SS



WHOLE GRAIN-RICH NUTRI-GRAIN® SOFT-BAKED BREAKFAST BARS (0.75 OEG VERSIONS)


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. Reformulation Coming SY25-26	48ct./1.3oz.	✓	0.75oz.	✓	—	—	—	—
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. Reformulation Coming SY25-26	48ct./1.3oz.	✓	0.75oz.	✓	—	—	—	—
38000-35645		Nutri-Grain® Soft Baked 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. Reformulation Coming SY25-26	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. Reformulation Coming SY25-26	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. Reformulation Coming SY25-26	48ct./1.3oz.	✓	0.75oz.	✓	—	—	—	—





WHOLE 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 toaster pastries to your menu. No HFCS. 11g whole grain per serving, good source of 7 vitamins and minerals, good source of fiber, and contains 3g total fat per serving.	120ct./1.69oz.	✓	1.25oz.	✓	✓	✓	—	SS
38000-55130		Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 10g whole grain per serving, a good source of 7 vitamins and minerals, and contains 3g dietary fiber per serving (2.5g fat per serving). No HFCS.	120ct./1.69oz.	✓	1oz.	✓	✓	✓	—	SS
38000-17196		Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 10g whole grain per serving. Contains 3g dietary fiber per serving (2.5g fat per serving). 7 vitamins and minerals. No HFCS.	120ct./1.69oz.	✓	1oz.	✓	—	—	—	SS
38000-12070		Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 11g whole grain per serving and contains 3g dietary fiber per serving (3g fat per serving) with 7 vitamins and minerals. No HFCS.	120ct./1.69oz.	✓	1.25oz.	✓	—	—	—	SS

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Kellanova Code	Distributor Code	Item Description	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 (SS) or Smart Snack Entree (ENT)
 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	✓	2.5oz.	✓	✓	✓	—	ENT
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	✓	2oz.	✓	✓	✓	—	ENT
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 to your menu. 21g whole grain per serving, 6g dietary fiber per serving (5g fat per serving) and an excellent source of 7 vitamins and minerals. No HFCS.	72ct./3.3oz	✓	2oz.	✓	—	—	—	ENT
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	✓	2.5oz.	✓	—	—	—	ENT

 WHOLE GRAIN-RICH RICE KRISPIES TREATS® TREAT BARS										
38000-11052		Hellogg's® Rice Krispies Treats® Bars Made with Whole Grain for Schools Created with an innovative brown rice recipe specially formulated to meet USDA nutritional and whole-grain requirements (1 ounce whole grain equivalent per serving).	80ct./1.41oz.	✓	1oz.	✓	✓	—	—	SS
38000-14567		Hellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made with Whole Grain for Schools Whole grain-rich (17g whole grain per serving) chocolatey chip crispy marshmallow square made from puffed, oven-toasted whole grain rice cereal. No HFCS.	80ct./1.59oz.	✓	1oz.	✓	—	—	—	SS
38000-26452		Hellogg's® Rice Krispies Treats® Confetti Bars Made with Whole Grain for Schools Whole grain-rich (17g whole grain per serving) crispy marshmallow square with confetti sprinkles and made from puffed, oven-toasted whole grain rice cereal. No HFCS.	80ct./1.48oz.	✓	1oz.	✓	—	—	—	SS
38000-14540		Hellogg's® Rice Krispies Treats® Minis Made with Whole Grain for Schools 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.	✓	✓	—	—	SS

 WHOLE GRAIN-RICH GRAHAMs (1 OEG VERSIONS)										
30100-12695		Hellogg's® ChatSnax Vanilla Crunch Graham Snacks 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.	✓	✓	✓	✓	SS
30100-50689		Hellogg's® Scooby-Do!™ Baked Graham Cracker Snacks Cinnamon Delightfully crispy, sweet cinnamon graham crackers in fun dog-bone shapes. 8g whole grain per serving. No HFCS.	210ct./1oz.	✓	1oz.	✓	✓	✓	✓	SS
30100-12956		Hellogg's® Scooby-Do!™ Baked Graham Cracker Snacks Chocolate Launching July 2025 Delightfully sweet chocolate graham crackers in fun dog-bone shapes. 8g whole grain per serving. No HFCS.	210ct./1oz.	✓	1oz.	✓	—	—	✓	SS
30100-55644		Hellogg's® Bug Bites® Cinnamon Graham Crackers 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.	✓	✓	✓	✓	SS
30100-40239		Hellogg'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.	✓	—	—	✓	SS

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Kellanova Code	Distributor Code	Item Description	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 (SS) or Smart Snack Entree (ENT)
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Kellogg's® WHOLE GRAIN-RICH GRAHAMS (1 OEG VERSIONS)

30100-40213		Kellogg's® Tiger Bites Grahams Original These delightful treats feature tasty tiger-shaped graham crackers. Made with 9g whole grain per serving. No HFCS.	150ct./10z.	✓	1oz.	✓	✓	✓	✓	SS
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.	✓	✓	✓	✓	SS
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.	✓	✓	✓	✓	SS

Eggo® WHOLE GRAIN-RICH GRAHAMS (2 OEG VERSIONS)

38000-29476		Eggo® Original Waffle Graham Crackers Whole grain-rich (17g whole grain per serving) bite-sized waffle-shaped grahams. Made with no high fructose corn syrup and colors and flavors from natural sources.	100ct./1.74oz.	✓	2oz.	✓	✓	✓	✓	ENT
38000-24520		Eggo® Cinnamon French Toast Graham Crackers Whole grain-rich (17g whole grain per serving) bite-sized french toast-shaped grahams. Made with no high fructose corn syrup and colors and flavors from natural sources.	100ct./1.76oz.	✓	2oz.	✓	✓	✓	✓	ENT




Eggo® WHOLE GRAIN-RICH SINGLE SERVE IW PANCAKES, WAFFLES & FRENCH TOAST

38000-92560		Eggo® Minis Pancakes Blueberry Individually wrapped whole grain-rich (35g whole grain per serving) mini pancakes with blueberry flavor in ovenable packaging. No HFCS. Made with colors and flavors from natural sources. Good source of 6 vitamins and minerals.	72ct./3.03oz.	✓	2oz.	✓	✓	✓	✓	ENT
38000-92562		Eggo® Minis Pancakes Maple Flavored Individually wrapped whole grain-rich (35g whole grain per serving) mini pancakes with maple flavor in ovenable packaging. No HFCS. Colors and flavors from natural sources. Good source of 6 vitamins and minerals.	72ct./3.03oz.	✓	2oz.	✓	✓	✓	✓	ENT
38000-18574		Eggo® Minis Pancakes Confetti Individually wrapped whole grain-rich (35g whole grain per serving) mini pancakes with birthday cake flavor in ovenable packaging. No HFCS. Made with colors and flavors from natural sources. Good source of 6 vitamins and minerals.	72ct./3.03oz.	✓	2oz.	✓	✓	✓	✓	ENT
38000-92313		Eggo® Minis Waffles Cinnamon 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.	✓	2oz.	✓	✓	✓	✓	ENT
38000-92315		Eggo® Minis Waffles Maple Flavored 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.	✓	2oz.	✓	✓	✓	✓	ENT
38000-80801		Eggo® Minis French Toast Chocolate Chip 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.	✓	✓	✓	✓	ENT
38000-80693		Eggo® Minis French Toast Original 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.	✓	✓	✓	✓	ENT
38000-29443		Eggo® Froot Loops® Waffles Made With 17g Whole Grain Individually wrapped whole grain-rich waffles in ovenable packaging. No HFCS. Made with colors and flavors from natural sources. Good source of 8 vitamins and minerals.	72ct./2.6oz.	✓	2oz. (2 waffles)	✓	✓	✓	✓	ENT

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

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Kellanova Code	Distributor Code	Item Description	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 (SS) or Smart Snack Entree (ENT)
 WHOLE GRAIN-RICH BULK WAFFLES										
38000-24698		Eggo® Eggoji™ Waffles Made With 16g Whole Grain Crafted with delicious ingredients including whole grains (16g whole grain per 2 waffle serving). Heat or thaw & serve for ultimate flexibility. No HFCS. Good source of 8 vitamins and minerals.	144ct.	✓	2oz. (2 waffles)	✓	✓	✓	✓	ENT
 WHOLE GRAIN-RICH SNACK CRACKERS										
24100-79263		Cheez-It® Crackers Made With 9g Whole Grain for Schools, Original The crowd favorite flavor of Cheez-It® is made with 9g of whole grain per 21-grams serving size. Ideal companion for lunches, mid-day and after-school snacks. Each cracker has been baked to perfection and is made with 100% real cheese.	175ct./0.75oz.	✓	1oz.	✓	✓	✓	✓	SS
24100-10480		Cheez-It® Crackers Made With 12g Whole Grain for Schools, Original, Vend Size Help 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.	✓	✓	✓	✓	SS
24100-12431		Cheez-It® Crackers Made With 8g Whole Grain for Schools, Spicy Buffalo Launching July 2025 Help satisfy students with Cheez-It® Made with 8g Whole Grain Baked Snack Crackers, Buffalo flavored. Bite-size snack crackers baked to crispy perfection and made with 100% real cheese.	175ct./0.75oz.	✓	1oz.	✓	✓	✓	✓	SS
24100-12429		Cheez-It® Crackers Made With 8g Whole Grain for Schools, Extra Cheesy Launching July 2025 Help satisfy students with Cheez-It® Made with 8g Whole Grain Baked Snack Crackers, Extra Cheesy. Bite-size snack crackers baked to crispy perfection and made with 100% real cheese.	175ct./0.75oz.	✓	1oz.	✓	✓	✓	✓	SS
 VEGGIE - CN LABELED										
28989-97152		MorningStar Farms® Original Veggie Sausage Patties CN Labeled Plant-based and seasoned with an aromatic blend of spices. Each 1.34oz patty is vegetarian. Good source of protein (9g per serving) and 1oz equivalent meat alternate.	About 111ct./1.34oz.	N/A	1oz. MA	✓	—	—	✓	—
28989-49938		MorningStar Farms® Spicy Black Bean Burgers CN Labeled Vegetarian black bean patty with southwestern flavor. Excellent source of protein (14g per serving) and 2oz equivalent meat alternate.	48ct./2.9oz.	N/A	2oz. MA	✓	✓	✓	✓	—
28989-10409		MorningStar Farms® Grillers Prime Veggie Burgers CN Labeled Vegetarian with colors and flavors from natural sources. Excellent source of protein (16g per serving) and 2oz equivalent meat alternate.	48ct./2.5oz.	N/A	2oz. MA	✓	✓	✓	✓	—
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	✓	✓	✓	✓	—
28989-97762		Morningstar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets CN Labeled Seasoned vegan nuggets with a crispy outside and tender inside. Good source of protein (12g per 4-nugget serving; 2oz equivalent meat alternate, 1oz grain).	10 lb.	✓	4 nuggets = 2oz. MA 1oz. Grain	✓	✓	✓	✓	—
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 100% plant protein.	10 lb.	N/A	5 wings = 2oz. MA	✓	✓	✓	✓	—

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Feeding Bright Futures in K-12 and Beyond

Kellanova *Better Days* Promise



A day where people
are fed & fulfilled



A day where our
planet thrives



A day where there is a place
at the table for everyone

Our Commitment by the End of 2030:



Nourishing 1.5B people
with our foods.



Feeding 400M people
in need.



Nurturing people and the planet
including advancing wellbeing in our food value chain, from farming
communities to processors and achieving net zero.



**Valuing equity,
diversity & inclusion**
in our workforce.



Engaging 2B people
in advocating for sustainable
and equitable access to food.

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Product and Solutions Guide

2024
2025

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