



# Introducing the RAISE the BAR PROGRAM

Fostering Kindness in K-12 | Feb. 1st – May 31st, 2025

At Kellanova, we believe that any act of kindness, no matter how simple or small, can help raise the bar for all of us.

During our Raise the Bar promotion, with every A La Carte purchase of a full size *Rice Krispies Treats®* Made With Whole Grains for Schools bar, offer your students a sweet sticker reminding them to Raise the Bar with kind acts!

Plus, the Raise the Bar program will engage your students with Kindness Cards, which they can use to share their good deeds, from helping a friend with a challenging assignment to donating toys and clothing to kids in need. These Kindness Cards can be displayed beside bright, fun posters to promote the program and inspire everyone to keep those good deeds going.

**Participating operators are also eligible to enter our Raise the Bar Sweepstakes!\* Submit an image of your display for a chance to win:**

**Grand Prize (1):**

**\$2,500 Grant for Your School + \$2,500 Donation to a Charity of School's Choice**

**First Prizes (4):**

**\$500 Grant for Your School + \$500 Donation to a Charity of School's Choice**

Inspire students, increase sales, and improve your school with our *Rice Krispies Treats®* Made With Whole Grain For Schools Raise the Bar Program.

**Sign up today!**

**Participating Operators will Receive:**

**500  
BONUS  
POINTS**

**COOL  
SCHOOL  
cafe**



**1 Complimentary Case of Rice Krispies Treats® Made With Whole Grain For Schools**

Choose from 80ct. Original, Chocolatey Chip, or Confetti



**Up to 10 Rice Krispies Treats® Merchandisers**

Ideal for promoting *Rice Krispies Treats®* Made With Whole Grain For Schools in your A La Carte program



**Printable Program Materials like Student Stickers, Posters, and Kindness Cards**

Case Code	Distributor Code	Product Description	Grain Oz. Eq.	Case
38000-11052		Kellogg's® Rice Krispies Treats® Bars Made With Whole Grain For Schools	1	80ct./1.41oz.
38000-14567		Kellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made With Whole Grain For Schools	1	80ct./1.59oz.
38000-26452		Kellogg's® Rice Krispies Treats® Confetti Bars Made With Whole Grain For Schools	1	80ct./1.48oz.

**\*Abbreviated Rules.** No Purchase Necessary. For complete Official Rules, go to [www.fsinfo4u.com/kellanova/raisethebar](http://www.fsinfo4u.com/kellanova/raisethebar). Begins 2/1/25 at 12:00:00 AM (ET) and ends on 5/31/25 at 11:59:59 PM (ET). Open to foodservice operators that stock any of the Participating Products (see full Official Rules for Participating Products), are legal residents of the fifty (50) United States and District of Columbia, are eighteen (18) years of age or older at the time of entry, and are in good standing with the Sponsor at the time of entry and time of awarding of any prize. Subject to complete Official Rules. Void where prohibited. Sponsor: Kellanova, One Kellogg Square, South Tower, Battle Creek, MI 49016.

For more information, contact your Kellanova Sales Representative  
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