

Pass the Test with Whole Grain and Fiber. Menu **Pop-Tarts® One Serving of Whole Grain!**

Pop Quiz

A++

New Kellogg's® Pop-Tarts® One Serving of Whole Grain Toaster Pastries provide which of the following (Circle one):

- A) 16g whole grain and 5g fiber per serving
- B) Great taste
- C) Increased a la carte sales
- D) Tray line applicability
- E) All of the above**



16g whole grain, 5g fiber and great taste:
Pop-Tarts® One Serving of Whole Grain Toaster Pastries are sure to make straight As in K-12 schools.



Bringing our focus to your business.™

cereals

snacks

cookies

crackers

cones

veggie foods

The #1 Answer from the #1 Brand!

The #1 brand¹ you have trusted for over 40 years to drive profits in a la carte and participation on your tray line introduces its newest addition: New *Pop-Tarts® One Serving of Whole Grain Toaster Pastries*.

Nutrition That Makes The Grade.

In an environment where it's increasingly difficult to find products that meet strict a la carte nutritional guidelines while still appealing to students, we have the perfect solution for you:

Kellogg's® *Pop-Tarts® One Serving of Whole Grain Toaster Pastries* meet many state K-12 a la carte requirements and guidelines by offering:

- 1 serving of whole grain (16g)
- 5g fiber
- 13g sugar or less
- 1 bread serving
- <35% calories from fat
- <10% calories from saturated fat
- <35% sugar by weight
- 0g trans fat
- A good source of 6 vitamins and minerals



Now an excellent source of fiber!*

A Strong Brand Delivers Strong Sales

- *Pop-Tarts®* pastries are the #1 toaster pastry brand in America¹ with a 91% market share in foodservice.²
- 50% are enjoyed without heating, so you don't need a toaster to find profit success.³
- Kids 8-12 years old are two times more likely to consume *Pop-Tarts®* Toaster Pastries versus other snack food options,³ making *Pop-Tarts®* the #1 pre-packaged sweet snacks served or sold in K-12 schools.⁴

Packed in a fully branded, colorful and microwaveable 1-count package to drive interest and purchase.

Success Never Tasted So Good

With two new flavors, *Pop-Tarts® One Serving of Whole Grain Toaster Pastries* will be sure favorites with your students!

- Over 70% of kids tested said they would definitely/probably ask their parents to purchase *Pop-Tarts® One Serving of Whole Grain Toaster Pastries* and over 80% said they would try them again.⁵
- In a recent qualitative study, the majority of parents agreed they would purchase *Pop-Tarts® One Serving of Whole Grain Toaster Pastries* for their kids ages 6-12.⁶

*Strawberry contains 5g total fat per serving; Brown Sugar Cinnamon contains 6g total fat per serving.

UPC Code	Description	Case Pack	Gross Case Weight (lb.)	Distributor Code
Pop-Tarts® One Serving of Whole Grain Toaster Pastries				
38000-36657	Strawberry Singles	1.76 oz./120 ct.	16.37	
30100-36651	Brown Sugar Cinnamon Singles	1.76 oz./120 ct.	16.37	

For more information, contact your **Kellogg's® Food Away From Home Sales Representative** or call **877-511-5777** or visit **www.kelloggsfoodawayfromhome.com**
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