

Special K® Product Information

UPC CODE	DESCRIPTION	CASE PACK	GROSS WEIGHT (LBS.)
Cereal			
38000-06355	Special K® Cup	1.25 oz./60 ct.	9.00
38000-21968	Special K® I-Box	.81 oz./70 ct.	7.34
38000-01696	Special K® Bowl	.625 oz./96 ct.	8.90
38000-01691	Special K® Bulk	32 oz./4 ct.	10.20
38000-01622	Special K® Retail Pack	18 oz./12 ct.	19.10
38000-18166	Special K® Red Berries Bulk	44 oz./4 ct.	13.50
38000-18315	Kellogg's® Wellness Assortment Cup	Assorted/60 ct.	12.60
Cereal Bars			
38000-12885	Special K® Blueberry	.81 oz./96 ct.	6.87
38000-24780	Special K® Chocolatey Drizzle	.80 oz./72 ct.	5.54
38000-12883	Special K® Strawberry	.81 oz./96 ct.	6.87
38000-22222	Special K® Vanilla Crisp	.80 oz./72 ct.	5.54
Protein Meal Bars			
38000-29189	Special K™ Chocolate Peanut Butter	1.59 oz./48 ct. (6 trays/case)	6.48
38000-29187	Special K™ Double Chocolate	1.59 oz./48 ct. (6 trays/case)	6.48



For more information, contact your Kellogg's® Food Away From Home Representative or call 877-511-5777 or visit www.kelloggsfoodawayfromhome.com
P.O. Box 1007 • Brownsdale, MN 55918-1007



Shapelier Profits!



For more of the shape management options your customers demand and the profitability you require, nothing measures up to Kellogg's® Special K® products!



cereals **snacks** cookies crackers cones veggie foods

For Nutrition Beyond Measure – Depend on Special K®!

The Shape Management Solution Your Customers Know and Trust.

- First introduced as a cereal more than 50 years ago, Special K® is a premium shape management category brand that consumers know and trust from home.
- Special K® products can help consumers reach their shape management goals, while still offering great taste and convenience.
- Health and wellness is on-trend:
 - Consumers are increasingly seeking tasty, nutritious snacks and meals on the go that can tide them over until they have time for a full meal.

Shape Up Your Profits with Special K®

- Consumers are willing to pay more for weight loss products – the weekly cost of a diet is \$85 per week, which is 40% more than the average American spends on food per week.²
- Special K® is the largest cereal brand purchased for shape management.³
- All Special K® products are portable and prepackaged, potentially reducing labor, food waste and food safety concerns for operators.

For Good Measure – Special K® Products Provide More Wholesome Options!

Special K® Cereal: The #1 Kellogg's® Cereal Franchise!⁴

- Special K® and Special K® Red Berries cereals together represent the #4 retail brand.⁴
- Cereal-in-a-Cup is the fastest-growing cereal pack format in the foodservice segment⁵
- Available in a range of pack types to meet consumer and operator needs:
 - Bowl
 - I-box
 - Cup
 - Bulk

Special K™ Protein Meal Bars: The Newest Addition!

- Portable and prepackaged to meet the great-tasting nutritional needs your busy customers are seeking.
- Special K™ Protein Meal Bars are an excellent source of protein with 10 grams and 190 calories per serving.
 - Special K™ Protein products are designed to promote a feeling of fullness by increasing daily intake of protein and fiber.
- Available in indulgent flavors that consumers love – Chocolate Peanut Butter and Double Chocolate.

Special K® Cereal Bars: The Portable, 90-Calorie Snack!

- Special K® cereal bars are one of the fastest-growing breakfast bars in the cereal bar category with 90 calories and no more than 2 grams of fat.⁴
- Available in Blueberry, Chocolatey Drizzle, Strawberry and Vanilla Crisp – Indulgent flavors that are sure to satisfy consumers' taste buds without the guilt.
- Convenient for a wholesome between-meals snack that can help consumers meet their shape management goals.

The Special K® brand has **97%** aided brand awareness among females 25-54 years old.¹

over **80%** of Americans that are dieting are trying to lose or control their weight,⁶ and **60%** of adults agree they would like to lose at least 20 pounds.⁶



NOTE: Special K® Cereal-in-a-Cup is not part of the Special K® Challenge™. Special K® Cereal-in-a-Cup provides a portion other than our retail serving size.

1 IPSOS Consumer Dashboard YTD Ending 12/23/07 2 www.forbes.com 3 IRI FDMxW, Calendar Year 2007 4 IRI, FDMxW, 52 Weeks Ending 1/17/08 5 Product Evaluations Tracking Study, Jan-June 2007 6 NPD Diet Monitor, Eating Patterns in America 2007