

Customers are carried away by **Cereal-In-A-Cup.**



Financial arrangement.



Out of the box.



Something new to celebrate.



Cash and carry.

It's the end of the bowl and spoon era.



cereals snacks cookies crackers cones veggie foods

Cereal-In-A-Cup has changed th



Introducing our new crowd pleaser in a cup.

Cocoa Rice Krispies®. Snap™, Crackle™, Pop™ and chocolate. It's an irresistible combination that's now available in our popular Cereal-In-A-Cup packaging. Cocoa Rice Krispies® is the chocolatey, sweetened rice cereal that really wakes up a cup. And with America's love of chocolate, it's a sure winner.

- Chocolate is a taste craved by men and women alike and was voted America's favorite flavor of sweet snack by a 5 to 1 margin.¹
- Americans consume an average of 11.7 pounds of chocolate per person each year. When you've got to have it, you've got to have it! It's the single most craved food in the country.

We've sized up the situation.

- Single-serve bowls and individual boxes don't hold enough cereal for most people.
- With significantly more cereal than bowl packs or individual-serve boxes, research shows Cereal-In-A-Cup is the portion size that satisfies your customers.

Kellogg's® Cereal-In-A-Cup has more cereal than most bowl packs and single-serve boxes.



BOWL PACK



SINGLE-SERVE BOX



CEREAL-IN-A-CUP

Your customers are looking out for #1 — Kellogg's®.

- Kellogg's® is the #1 cereal brand in both retail³ and foodservice.⁴
- Quality brands boost the image of your operation.

People have picked up on Cereal-In-A-Cup.

- It's the perfect size and shape for the growing number of cereal snackers who like to just dig in.
- It moves cereal out of the "breakfast-only" category, a perfect reason to leave cereal out all day and increase sales.

Right on the money.

- Snackability increases sales throughout the day.
- It's also great for adding bundled meals to your menu — milk and/or juice, fruit, coffee, a breakfast sandwich — the possibilities are endless.

Available in these flavors and three great assortment packs:

Kellogg owns
5 out of 6
of the top
foodservice
brands.⁴



the way people eat and sell cereal.

It sells itself when customers can serve themselves.

- Tower merchandisers offer bold support for serve-yourself sales.
- Table-top version holds up to 36 packages with a small footprint. Floor-standing holds up to 60 packages.
- Fits any high-traffic area to enhance bundling and impulse sales.



UPC Case Code	Product Description	Case Pack	Net Case Weight (lb.)	Distributor Code
08635	Kellogg's® Apple Jacks®	60/1.5 oz.	5.625	
NEW 19456	Kellogg's® Cocoa Rice Krispies®	60/2.3 oz.	8.625	
11236	Kellogg's® Corn Flakes®	60/1.5 oz.	5.625	
06356	Kellogg's® Corn Pops®	60/1.5 oz.	5.625	
06353	Kellogg's® Froot Loops®	60/1.5 oz.	5.625	
06357	Kellogg's® Frosted Flakes®	60/2.1 oz.	7.875	
12163	Kellogg's® Raisin Bran Crunch®	60/2.8 oz.	10.500	
08636	Kellogg's® Rice Krispies®	60/1.3 oz.	4.875	
17047	Kellogg's® Smart Start®	60/2.7 oz.	10.125	
06355	Kellogg's® Special K®	60/1.25 oz.	4.688	
12609	Kellogg's® Assortment Pack — Family*	60/1.25–2.8 oz.	7.300	
12611	Kellogg's® Assortment Pack — Favorite**	60/1.3–2.8 oz.	7.150	
18315	Kellogg's® Assortment Pack — Wellness***	60/1.25–2.3 oz.	8.270	

*Family Assortment Pack contains 16 of Kellogg's® Frosted Flakes®, 8 each of Kellogg's® Corn Flakes®, Kellogg's® Rice Krispies®, Kellogg's® Raisin Bran Crunch®, Kellogg's® Smart Start® and Kellogg's® Special K® and 4 of Kashi® Heart to Heart™.

**Favorite Assortment Pack contains 16 of Kellogg's® Frosted Flakes®, 12 each of Kellogg's® Raisin Bran Crunch® and Kellogg's® Froot Loops®, 8 each of Kellogg's® Corn Pops® and Kellogg's® Apple Jacks® and 4 of Kellogg's® Cocoa Rice Krispies®.

***Wellness Assortment Pack contains 15 of Kellogg's® Special K®, 20 of Special K® Red Berries, 15 of Kellogg's® Smart Start® and 10 of Kashi® Heart to Heart™.

Call **877-511-5777** for information on how Kellogg's® Cereal-In-A-Cup can help build your business.

Operators reported an average **153%** increase in volume and **296%** increase in sales dollars.²



Operators give Cereal-In-A-Cup **rave reviews.**

"Sold about three times better because it has better packaging — conveys better value."

— Hotel²

58% of patrons say they would purchase cereal more often at this location.²

82% of patrons would order it again.²

"The size of the cup made the patrons much more inclined to buy."

— B&I²

"For à la carte sales, the cup was better for eating dry and on the go."

— School²



¹Chocolate Manufacturers Association, as reported in *American Demographics*, October, 2000

²Cereal-In-A-Cup Study, 2001 ³IRI, 52 weeks ending July 13, 2003 ⁴Wyoming Research, 2003

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