

Say Yes To Yogurt!



All flavors are naturally and artificially flavored.

Nutri-Grain



cereals

snacks

cookies

crackers

cones

veggie foods

The Goodness of Yogurt in Nutri-Grain® Cereal Bars!



Innovative Yogurt Bars Offer the Perfect Blend of Fruit and Yogurt to Drive New Interest to Your Snack Rack

- Three upscale flavors attract customers who are looking for the "crème de la crème" in cereal bars.
- Creamy filling made with yogurt – captured between a soft-baked crust – offers new flavor appeal to your health-conscious patrons.
- Nutri-Grain® Yogurt Bars deliver great taste and good nutrition without compromise.
- Low in fat (just 5 grams per bar), they're an excellent source of calcium (20% DV) and are a good source of 9 essential vitamins and minerals.

**Wholesome Snacks
Are The
Fastest Growing
Snack Food Segment³**

Improve the Health of Your Grab n' Go Sales

- The most successful new cereal bar in 2002, Nutri-Grain® Yogurt Bars have a repeat purchase rate that's 5% higher than the category as a whole¹.
- Nutri-Grain® Yogurt Bars drive sales in the wholesome snack category all day long – especially at breakfast and for AM and PM snacking.
- A profitable way to extend your Nutri-Grain® offering – America's #1 cereal bar outsells the nearest competitor 2 to 1².
- Just the snack solution you'd expect from the Grab n' Go leader – Kellogg's® Food Away From Home!



UPC CASE CODE	PRODUCT DESCRIPTION	CASE PACK	NET CASE WEIGHT (LB)	GROSS CASE WEIGHT (LB)	CASE DIMENSIONS	CASE CUBE	DISTRIBUTOR CODE
38000-12065	Strawberry	1.3 oz./48 ct.	3.91 lbs.	5.60 lbs.	16.0" x 9.8" x 8.0"	.30	
38000-12066	Blueberry	1.3 oz./48 ct.	3.91 lbs.	5.60 lbs.	16.0" x 9.8" x 8.0"	.30	
38000-12067	Vanilla	1.3 oz./48 ct.	3.91 lbs.	5.60 lbs.	16.0" x 9.8" x 8.0"	.30	

Say Yes to Yogurt – and Snack Rack Profits – with Kellogg's® Nutri-Grain® Yogurt Bars. Contact your Kellogg's® sales representative to order today at 1-877-511-5777.

1. NFO WorldGroup, September 2002.
2. IRI Scantrack, 52 weeks ending 7/15/2001.
3. Prepackaged Snack Food Category Assessment Technomic, March 2002.



Bringing our focus to your business.™

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