

**Grab More Customers!  
Grab More Profits!**



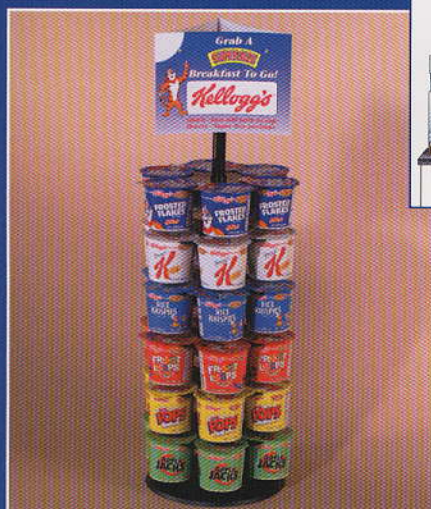
**Cereal In A Cup**  
**Merchandising & POS Materials**  
**Powerful Selling Tools to Flexibly Fit Your Operation**





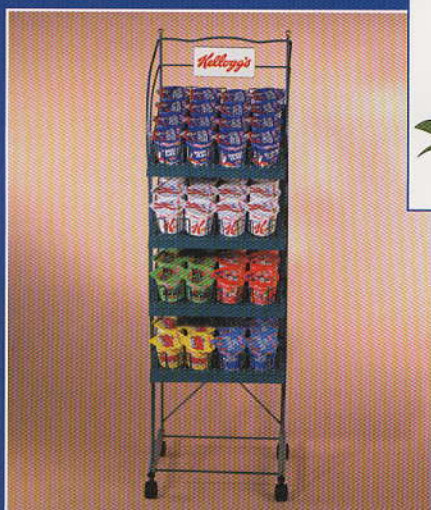
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## Merchandising



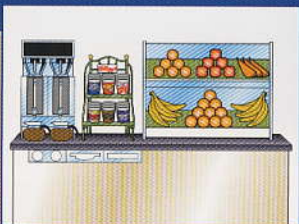
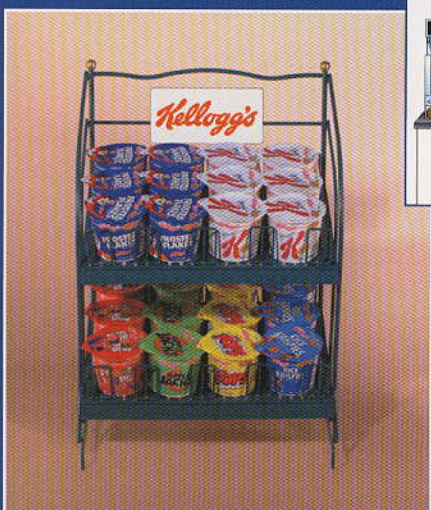
### Cup Tower Merchandiser

- Customer-stopping product display and header graphics
- Small footprint for high-traffic areas
- Ample 36-cup capacity
- Easy to set-up...easy for customers to grab & go
- Pole/base available in White or Designer Black
- Counter card & static cling included



### Terrace Floor Display

- Upscale materials and design energizes any operation
- Compact footprint yet holds 80 cups
- Moved readily with lock-n-go wheels
- Attractive to display...perfect for grab-n-go convenience
- Works with other Kellogg and Keebler offerings



### Terrace Counter Display

- Same upscale design and materials as Terrace Floor display
- Convenient size yet holds 24 cups
- Ideal for impulse and grab-n-go purchases
- Works with other Kellogg and Keebler offerings

Order Now! See



# al In A Cup

## & POS Materials

**New!**



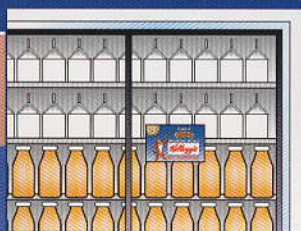
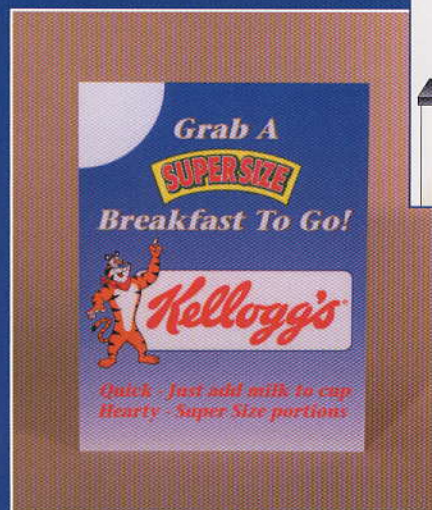
### Cup Floor Merchandiser

- Big 60-cup capacity for ease of servicing
- Ideal for high-volume dayparts and all-day grab-n-go
- Small footprint with high-impact graphics and product display
- Pole/base available in White or Designer Black
- Includes purchase-generating counter card & static cling



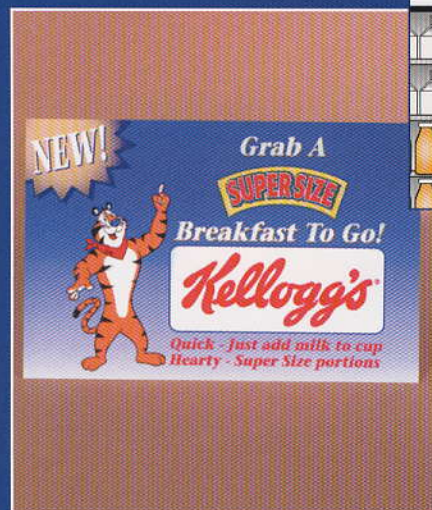
### Counter Card

- Bright graphics great for generating purchase appeal
- Fits anywhere your customers are
- Produces more sales out of more patrons



### Static Cling

- Turns your cooler into a salesperson
- Efficient size with attention-getting graphics
- Generates more profits out of high-traffic cooler



Back for Details





## Cereal In A Cup

Merchandising & POS Materials

### Order Form

CODE#	DESCRIPTION	MINIMUM MONTHLY KELLOGG'S CEREAL IN A CUP VOLUME	MAXIMUM ORDER	ORDER QUANTITY
4200	Cup Tower Merchandiser (Includes Counter Card & Static Cling)	15 Cases within 6 months	4	
4201	• White • Designer Black	15 Cases within 6 months	4	
4222	Cup Floor Merchandiser (Includes Counter Card & Static Cling)	20 Cases within 6 months	4	
4223	• White • Designer Black	20 Cases within 6 months	4	
3070	Terrace Floor Display	100 Cases within 6 months	1	
3080	Terrace Counter Display	50 Cases within 6 months	1	
4202	Counter Card	15 Cases within 6 months	10	
4203	Static Cling	15 Cases within 6 months	10	

#### Please Indicate the Following Information:

(Print Clearly)

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ACCOUNT NAME \_\_\_\_\_

NATIONAL ACCOUNT AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

DISTRIBUTOR \_\_\_\_\_

CITY \_\_\_\_\_

#### Please Indicate Your Account Type:

- |   |   |
|---|---|
| <input type="checkbox"/> BUSINESS & INDUSTRY          | <input type="checkbox"/> HOTEL AND/OR LODGING         |
| <input type="checkbox"/> K-12 SCHOOL                  | <input type="checkbox"/> C&U                          |
| <input type="checkbox"/> ASSISTED LIVING/NURSING HOME | <input type="checkbox"/> CAMP                         |
| <input type="checkbox"/> HOSPITAL                     | <input type="checkbox"/> OTHER (Please Specify) _____ |

# MEALS SERVED PER DAY \_\_\_\_\_

#### Please Sign:

Customer Signature \_\_\_\_\_

Account Name \_\_\_\_\_

Representative's Signature \_\_\_\_\_

Date \_\_\_\_\_

By signing this agreement, customer agrees to exclusively feature Kellogg's merchandising materials provided. This agreement can only be signed by the customer/operator, acknowledging their purchase commitment. The Broker, DSR, Kellogg Food Away From Home Representative, or any other party cannot sign on behalf of the operator/customer.



P.O. Box 1007  
Brownsdale, MN 55918-1007  
877-511-5777

www.kelloggfoodservice.com

**PLEASE FAX THIS AGREEMENT TO:**  
**KELLOGG FOOD AWAY FROM HOME**  
**507-567-2413**

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Bringing The Best to You™. All Day Long.