



GENERAL MILLS
Foodservice

POPPABLE. DELICIOUS. FUN.

CHEWY OATMEAL BITES THAT MAKE KIDS HAPPY.



CASH-WA DISTRIBUTING

www.cashwa.com

1-800-652-0010



CWD ITEM #
42779

CWD ITEM #
42778



Nature Valley™ Backpacker® is a versatile 1 oz. equivalent grain to fit easily into menus and drive à la carte sales.

- ✓ Bite-sized chewy oatmeal pieces that are perfect for grab-and-go.
- ✓ No artificial flavor or colors from artificial sources.
- ✓ Launching simultaneously in retail, this new snack will be a favorite at school AND at home.

Make snack time more fun, one bite at a time.

Kids — and their parents — already love Nature Valley™ snacks. Now there's Nature Valley™ Backpacker®, a new offering that puts fun flavors and wholesome ingredients together into chewy oatmeal bites.

- More than a driver for your à la carte line, Backpacker is 1 oz. equivalent grain for easy menuing throughout the day.
- Starting in fall 2016, Backpacker will be available in both schools and retail outlets. Kids can find the same snack at home and school.
- No artificial flavors or colors from artificial sources.
- Available in Chocolate Chip and S'mores.



Nature Valley™ Backpacker Chocolate Chip	
Nutrition Facts	
Serving Size 1 pouch (35g)	
Amount Per Serving	
Calories 150	Calories from Fat 50
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 1g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 130mg	5%
Total Carbohydrate 24g	8%
Dietary Fiber 2g	8%
Sugars 9g	
Protein 2g	
Iron	2%
Not a significant source of vitamin A, vitamin C and calcium.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

Nature Valley™ Backpacker S'mores	
Nutrition Facts	
Serving Size 1 pouch (35g)	
Amount Per Serving	
Calories 150	Calories from Fat 50
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 1.5g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrate 24g	8%
Dietary Fiber 2g	8%
Sugars 9g	
Protein 2g	
Iron	2%
Not a significant source of vitamin A, vitamin C and calcium.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	



Breakfast



Lunch

Breakfast Pairing Suggestion

Use Backpacker as a tasty addition to yogurt parfaits. Kids will love the boost of flavor and texture in one of their favorite breakfast items.

Lunch Pairing Suggestion

Backpacker is an easy, delicious way to add 1 oz. equivalent grain to a healthy lunch. Make Backpacker's chewy, oatmeal goodness part of a well-rounded meal.

PRODUCT SPECIFICATIONS

CWD ITEM #	PRODUCT DESCRIPTION	SCHOOL MEAL EQUIVALENT	CASE/PACK
42778	Nature Valley™ Backpacker® - Chocolate Chip	1 oz eq grain	36/1.24 oz
42779	Nature Valley™ Backpacker® - S'mores	1 oz eq grain	36/1.24 oz

generalmillscf.com/k12 1.800.767.5404

© General Mills



POD A35529

1-800-652-0010



www.cashwa.com