



**K-12 PRODUCT**  
..... *and Solutions* .....  
**GUIDE**

**2023**  

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**2024**

*WK Kellogg Co*





# Our Mission

Keeping students happy and fed is a big job, so we've made it simple to satisfy students' cravings and USDA requirements with products that are as delicious as they are nourishing. With recipe inspiration, engaging programs and the brands kids know and love, **let's work together to give your students the power they need to conquer the day.**



**NOURISH THE CRAVE™**





# Get students excited ABOUT RECYCLING

Here's a fun, easy, educational way to introduce students to upcycling through container gardening. Whether your kids garden in the classroom or outside, this hands-on experience will teach lessons that last beyond the school years.

## OUR UPCYCLE GARDEN KIT WILL GET YOU GROWING:

**A Step-By-Step Garden Guide:**  
From bowl prep to plant to care

**Calendar of Earth Friendly Events:**  
To celebrate all year long

**Grow and Share Ideas:**  
To inspire and motivate peers

**Parent Letter:**  
To promote school gardens

**Social Media Assets:**  
To share be sure to tag us  
[WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com)



## DOWNLOAD YOUR KIT TODAY!

Visit [www.wkkelloggawayfromhome.com/en-us/promotions/upcycle-garden.html](http://www.wkkelloggawayfromhome.com/en-us/promotions/upcycle-garden.html)



## GROW GOODNESS WITH A BOWL OF KELLOGG'S® READY-TO-EAT CEREAL!



- Crunchy, multi-grain, whole-grain rich cereal helps kids start the day gr-r-reat.
- Delicious, nutritious, and perfect for snacks on the go too.
- Now featuring our NEW 2oz cups, ideal for upcycling into planters.

**WK Kellogg Co**



# 2oz. EQ. GRAIN CEREAL-IN-A-CUP

NEW  
SIZE!



2oz

2 OZ. GRAIN EQ.



NO HFCS



GOOD SOURCE OF FIBER



**USDA**  
WHOLE GRAIN RICH COMPLIANT



COLORS & FLAVORS FROM  
**NATURAL SOURCES**

**Lift Participation by Up To 50%<sup>1</sup>**

Create grab-and-go kiosks or  
stations on their way to class.

**Increase Participation by Up To 80%<sup>1</sup>**

Provide breakfasts in the classroom by  
serving them as they enter the room.

For more information, visit [WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com) or contact [US-SalesOperations@wkellogg.com](mailto:US-SalesOperations@wkellogg.com).



# Breakfast made easy for students on the go!

Our pouch cereals are quick, convenient, and made with whole grains to energize students for the day.



1-2oz.

GRAIN  
EQUIVALENT



NO HFCS



USDA  
WHOLE GRAIN  
RICH COMPLIANT



Provide breakfast after the bell by serving students as they enter the classroom with these no-mess options.



Cereal isn't just for breakfast, add our pouches to your "A la cart" menu for students to snack at lunch!

Item Number	Product Description	Grain Oz. Eq.	Case
38000-11467	Kellogg's® Froot Loops® made with 12g Whole Grain Cereal Pouch	1oz.	96ct./1oz.
38000-11469	Kellogg's® Apple Jacks® made with 12g Whole Grain Cereal Pouch	1oz.	96ct./1oz.
38000-11465	Kellogg's® Frosted Flakes® Multi-Grain For Schools Cereal Pouch	1oz.	96ct./1oz.
38000-11458	Kellogg's® Low Fat Granola Crunchy Clusters Cereal Pouch	2oz.	48ct./2oz.

For more information, contact your W.K. Kellogg Co. Sales Representative,  
or visit [WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com)

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Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain/MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
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## WHOLE GRAIN-RICH CEREAL BOWL PACKS

38000-78787	<b>Kellogg's® Apple Jacks® Made With 12g Whole Grain</b> This 1oz bowl of apple and cinnamon flavored cereal is whole grain-rich (12g whole grain per serving), with 8g sugar per serving. Good source of 9 vitamins and minerals and contains 1oz grain equivalency. NO HFCS.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-78788	<b>Kellogg's® Froot Loops® Made With 12g Whole Grain</b> Help students make the most of their morning. This 1oz. bowl of fruit-flavored cereal is whole grain-rich (12g whole grain per serving) and has 8g sugar per serving. Good source of 9 vitamins and minerals. NO HFCS.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-54998	<b>Kellogg's® Frosted Flakes® Multi-Grain For Schools</b> A deliciously crafted cereal that helps students let their gr-r-reat out; Good source of 8 vitamins and minerals per serving. No HFCS.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-78786	<b>Kellogg's® Cinnamon Flakes® Multi-Grain For Schools</b> Make breakfast more fun with Tony the Tiger and the sweet, wholesome taste of cinnamon dusted flakes. This cereal has 11g whole grain per serving, 6g sugar per serving and has no HFCS. Good source of 8 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-04996	<b>Kellogg's® Frosted Mini-Wheats® Bite Size</b> Crunchy, bite-sized biscuits that feature layers of 100% whole grain that are frosted for the perfect amount of sweetness in every bite. Good source of fiber, and an excellent source of 2 vitamins and minerals. No HFCS.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-00896	<b>Kellogg's® Raisin Bran®</b> Wake up with Sunny and the goodness of Kellogg's Raisin Bran®. Crafted with 16g of whole grain per serving and a good source of fiber. No HFCS.	96ct/ 1.25oz	✓	1.25oz	✓	✓	✓	—	✓
38000-24185	<b>NEW! Kellogg's® Frosted Flakes® Multi-Grain For Schools</b> Make breakfast more fun with Tony the Tiger and the wholesome taste of Kellogg's Frosted Flakes® Multi-Grain For Schools. Good source of 8 vitamins and minerals, and has 24 g whole grain and 13g of sugar per container. No HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	—	—
38000-24196	<b>NEW! Kellogg's® Cinnamon Flakes™ Multi-Grain For Schools</b> Make breakfast more fun with Tony the Tiger and the wholesome taste of cinnamon dusted flakes. This cereal has 24g whole grain and 13g of sugar per container. Good source of 8 vitamins and minerals. No HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	—	—
38000-27095	<b>NEW! Kellogg's® Frosted Mini-Wheats® Bite Size</b> Crunchy biscuits that feature layers made with 100% whole grain that are frosted for the perfect amount of sweetness in every bite. This cereal has 47g whole grain and 12g of sugar per serving and NO HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	—	—



## WHOLE GRAIN-RICH CEREAL POUCHES

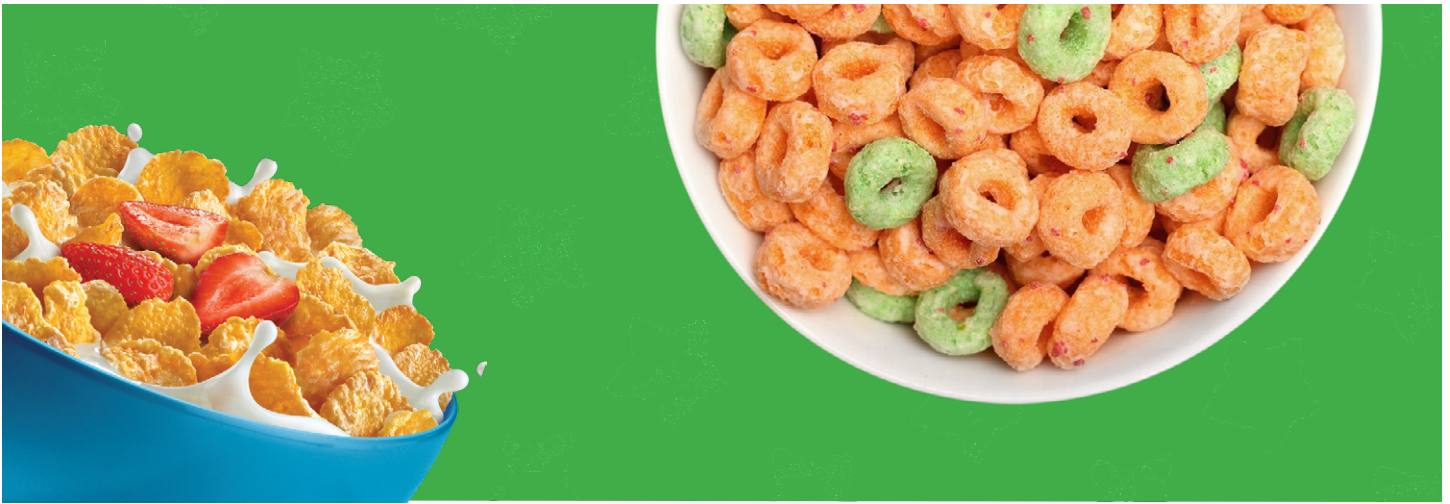
38000-11467	<b>Kellogg's® Froot Loops® Made With 12g Whole Grain Cereal Pouch</b> Colorful, fun, and offers bold fruity flavor in every bite; whole grain-rich (12g whole grain per serving). 8g sugar per serving; NO HFCS; Good source of 9 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-11469	<b>Kellogg's® Apple Jacks® Made With 12g Whole Grain Cereal Pouch</b> Bursting with the sweet taste of apples and cinnamon for deliciousness in every bite; whole grain-rich (12g whole grain per serving); 8g sugar per serving, NO HFCS, and a good source of 9 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-11465	<b>Kellogg's® Frosted Flakes® Multi-Grain For Schools Cereal Pouch</b> Make breakfast more fun with Tony the Tiger and the wholesome taste of sweetened flakes cereal that has 11g whole grain per serving, is a good source of 8 vitamins and minerals and has 6g of sugar per serving. NO HFCS	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-11458	<b>Kellogg's® Low Fat Granola Crunchy Clusters Cereal Pouch</b> Greet the day with a sweet, satisfying crunch . No HFCS; whole grain-rich (32g whole grain per serving), has 16g sugar per serving Provides 4 grams of dietary fiber per serving.	48ct/ 2oz	✓	2oz	✓	✓	✓	—	—



## WHOLE GRAIN RICH GRANOLA

38000-49834	<b>Kellogg's® Low Fat Granola Crunchy Clusters</b> Satisfyingly crunchy and a great complement to yogurt or milk. No raisins or nuts and free from artificial flavors and colors.	4ct/50oz	✓	1.75oz	✓	✓	✓	—	✓
38000-13791	<b>Kellogg's® Low Fat Granola with Raisins</b> Satisfyingly crunchy and a great complement to yogurt or milk. Free from artificial flavors and colors. *1 oz eq (1/4 cup or 1 ounce) is Smart Snacks Compliant.	4ct/50oz	✓	2oz	✓	✓	✓	—	✓*
38000-25435	<b>Kellogg's® Low Fat Granola</b> Satisfyingly crunchy and a great complement to yogurt or milk. Free from artificial flavors and colors. *1 oz eq (1/4 cup or 1 ounce) is Smart Snacks Compliant.	4ct/50oz	✓	2oz	✓	✓	✓	—	✓*





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