



# CEREAL

## CATEGORY

---

AND CORE ASSORTMENT



*WK Kellogg Co*

# Table *of* contents

Cereal Category Insights .....	3
Cereal Planogram .....	6
Bulk Cereal Merchandising Solutions ...	8
CIAC Merchandising .....	9
Culinary & Marketing Solutions .....	10
Product List .....	11





# Cereal is a **cornerstone**

★ ★ ★ ★ ★  
of American  
**food culture**



**and...**

it's not just  
**for breakfast!**

**82%** of the  
U.S. population  
**eats cereal**<sup>1</sup>



**62%** .....  
of consumers say  
breakfast is their  
**favorite meal of the day**<sup>2</sup>



.....  
**40%** of cereal is consumed  
**outside of breakfast**<sup>3</sup>



1 Mintel Hot & Cold Cereals, US, 2022  
2 Shopping the Breakfast Occasion, Kantar, pgs. 7-24, 43, 2022  
3 The NPD Group/National Eating Trends®, YE March 2022

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GIVE YOUR CUSTOMERS  
what they

**CRAVE.**

Cereal is a staple food for Americans  
and is growing across occasions.<sup>1</sup>



**59%** of consumers  
age 25-34 are  
eating more cereal.<sup>2</sup>



**48%** of consumers  
are eating  
cereal as a snack.<sup>2</sup>

**Know what your customers are craving**



Kellogg's  
Frosted  
Mini  
Wheats

Kellogg's  
Raisin  
Bran

Kellogg's  
LOW FAT  
granola  
WITH RAISINS

bear  
naked

Kashi

High fiber cereals and granolas are seen as  
**wholesome, nutritious, & filling** options.<sup>2</sup>

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Kellogg's  
FROSTED  
FLAKES

FROOT  
LOOPS

APPLE  
JACKS

Kellogg's  
Krave

Sweetened & indulgent cereals **have strong  
ties to nostalgia** and likely to be snacked on  
outside of breakfast by younger generations.<sup>2</sup>





# Capitalize on the **Versatility** of Bulk Cereal

Kellogg's® bulk cereal offers the **versatility** you need to satisfy guests' unique tastes at **breakfast and beyond**. Whether garnished with favorite toppings, as a snack, or in recipes across every day part, Kellogg's® cereal's multiple uses makes it a **must-have** for your operation.



**Snacks**



**Meals**



**Recipes**



**Toppings**

Kellogg's  
**Raisin Bran**



Kellogg's  
**FROSTED FLAKES**

**FROOT LOOPS**



Kellogg's  
**KrAVE**

**RICE KRISPIES**

Kellogg's  
**LOW FAT granola**

**bear naked**



## Appeal to the Senses

Top priorities driving breakfast purchases such as cereal, are sensory-filling, fresh, flavorful and quick to prepare.<sup>1</sup>



## Bulk Up On Variety

Kellogg's® offers the variety to meet consumer needs from sweet and indulgent brands like *Krave*® and *Froot Loops*® to better-for-you offerings such as *Bear Naked*® and *Kashi*® - our bulk cereals enable high volume, self-serve facilities to increase the versatility of their menu offerings.<sup>1</sup>



## Win with Kellogg's® Top-Selling Brands

Kellogg's® *Froot Loops*®, Kellogg's® *Rice Krispies*® and Kellogg's *Frosted Flakes*® ranks in the top 10 bulk cereal SKUs in C&U.<sup>3</sup>

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<sup>1</sup> Mintel, Breakfast Foods, pg. 42, 2022.  
<sup>2</sup> NPd SupplyTrack L12M Dec 2021, non-commercial segments  
<sup>3</sup> L12M Ending Sep 2022 NPd Non-Commercial  
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# COLLEGE & UNIVERSITY

## BULK CEREAL ASSORTMENT

Kellogg's®

has the  
**top 2**

highest turning  
C&U bulk cereals:<sup>1</sup>

Kellogg's®  
**KrAVE**®

Special  
**K**®  
Red Berries

Breakfast snacking  
throughout the day

is growing  
rapidly



and driven by  
Gen Z consumers.<sup>2</sup>

### Core 4

Kellogg's®  
**FROSTED  
FLAKES**

38000-01591

Kellogg's®  
**FROOT  
LOOPS**

38000-01791

Kellogg's®  
SPECIAL  
**K**

38000-18166

Kellogg's®  
**KrAVE**

38000-72010

### Core 8

Kellogg's®  
**Frosted  
Mini  
Wheats**

38000-04991

Kellogg's®  
**Raisin  
Bran**

38000-00891

LOW FAT  
granola  
WITH RAISINS

38000-13791

**Kashi  
GO**

18627-47192

### Core 10

Kellogg's®  
**RICE  
KRISPIES**

38000-00591

**APPLE  
JACKS**

38000-02991

### Sample Operator Bulk Set





# SINGLE SERVE

## CEREAL CUP ASSORTMENT

### RETAIL & MICROMARKET LOCATIONS

Kellogg's Frosted Flakes® and Kellogg's Raisin Bran® are the

**2 highest ranking cereal SKUs in variety packs¹**

**Kellogg's variety pack**

IS THE

**CIAC brand share leader with 48.0 share²**

**Kellogg's**  
**#1** has the highest turning **variety pack** growing 3.4pts faster²

#### Small Retail Footprint: Kellogg's® Core 2 Single Serve Straight Cases



Case Code	Product Description	Case Ct.
38000-06357	Kellogg's Frosted Flakes®	60ct./2.1oz.
38000-12465	Kellogg's® Froot Loops®	60ct./1.5oz.

#### Large Retail Footprint: Kellogg's® Cereal Assortment Pack



\*Assortment reflects Favorites pack

Case Code	Product Description	Case Ct.
38000-12611	Kellogg's® Cereal Assortment Pack: Favorite	60ct.
38000-12609	Kellogg's® Cereal Assortment Pack: Classic	60ct.
38000-18315	Kellogg's® Cereal Assortment Pack: Wellness	60ct.

# Kellogg's Bulk Dispensers:

**Convenient and safe**  
merchandising solutions to **save labor.**

## Merchandising Solutions

Dishwasher safe bins

No electricity required

Works with all Kellogg's®  
brands and any material bowl

Available in 4 sizes



### Low Touch Cereal Dispenser\*

12.5"W x 26.125"H x 15.75"D

Approx. Total Capacity:

1192 fl. oz. or 149 cups

Low touch solution

\*Requires 110v Electrical Outlet



### Bulk Dispenser 2-Wide Tall # 81311

12.5"W x 26.125"H x 13.75"D

Approx. Total Capacity:

1192 fl. oz. or 149 cups



### Bulk Dispenser 3-Wide Tall # 81312

18.375"W x 26.125"H x 13.75"D

Approx. Total Capacity:

1788 fl. oz. or 223.5 cups



### Bulk Dispenser 2-Wide Short # 81309

12.5"W x 17.625"H x 13.75"D

Approx. Total Capacity:

640 fl. oz. or 80 cups



### Bulk Dispenser 3-Wide Short # 81310

18.375"W x 26.125"H x 13.75"D

Approx. Total Capacity:

960 fl. oz. or 120 cups

Bulk cereal dispensers to fit your product mix and space needs.  
To order, contact [US-SalesOperations@wkellogg.com](mailto:US-SalesOperations@wkellogg.com).

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# culinary & marketing SOLUTIONS

**CLICK HERE  
TO ACCESS**

**Recipes**

**Marketing Tools**

**Product Information**

**and more!**



For more information, please contact your sales representative,  
or visit [WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com)



# *Kellogg's* Cereal Spinners:

## Convenient merchandising solutions to **save on labor** and **space**.

### Cereal Floor Stand

Item #: 55242-1

Dimensions: 61"H x 14"W x 14"D

Capacity: Holds 60 Individual Cups



### Cereal Tree 48ct.

Item #: 38514-1

Dimensions: 58.5"H x 14"W x 14"D

Capacity: Holds 48 Individual Cups



### Table Top Cereal Spinner

Item #: 30100-12477

Dimensions: 31"H x 11"W x 11"D

Capacity: Holds 36 Individual Cups



Cereal merchandisers to fit your product mix and space needs.  
To order, contact [US-SalesOperations@wkkellogg.com](mailto:US-SalesOperations@wkkellogg.com).

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# PRODUCT LIST



Case Code		Product Description	Pack Size
BULK CEREAL			
38000-02991		Kellogg's® Apple Jacks®	4 ct. / 31 oz.
38000-00191		Kellogg's® Corn Flakes®	4 ct. / 26 oz.
38000-01791		Kellogg's® Froot Loops®	4 ct. / 31 oz.
38000-01591		Kellogg's Frosted Flakes®	4 ct. / 40 oz.
38000-04991		Kellogg's® Frosted Mini-Wheats® Bite Size	4 ct. / 56 oz.
38000-72010		Kellogg's® Krave® Chocolate	4 ct. / 35 oz.
38000-49834		Kellogg's® Low Fat Granola Crunchy Clusters (No Raisin, Nuts, free from Artificial Flavors or Preservatives)	4 ct. / 50 oz.
38000-13791		Kellogg's® Low Fat Granola with Raisins	4 ct. / 50 oz.
38000-25435		Kellogg's® Low Fat Granola	4 ct. / 50 oz.
38000-00891		Kellogg's® Raisin Bran®	4 ct. / 56 oz.
38000-00591		Kellogg's® Rice Krispies®	4 ct. / 27 oz.
38000-01691		Kellogg's® Special K® Original	4 ct. / 32 oz.
38000-18166		Kellogg's® Special K® Red Berries	4 ct. / 44 oz.
18627-47192		Kashi® GO Crunch	4 ct. / 50 oz.
884623-46967		Bear Naked® Fruit and Nut Granola Mix	4 ct. / 48 oz.
CEREAL IN A CUP			
38000-08635		Kellogg's® Apple Jacks®	60 ct. / 1.5 oz.
38000-06356		Kellogg's® Corn Pops®	60 ct. / 1.5 oz.
38000-06353		Kellogg's® Froot Loops®	60 ct. / 1.5 oz.
38000-06357		Kellogg's Frosted Flakes®	60 ct. / 2.1 oz.
38000-12609		Kellogg's® Cereal Assortment Pack - Classic: (Kellogg's Corn Flakes® (6), Kellogg's Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size (12), Raisin Bran Crunch® (8), Rice Krispies® (6), Special K® Original (12)	60 ct. Assorted
38000-12611		Kellogg's® Cereal Assortment Pack - Favorite: Apple Jacks® (8), Rice Krispies® (6), Froot Loops® (8), Kellogg's Frosted Flakes® (20), Frosted Mini-Wheats® Bite Size (9), Raisin Bran Crunch® Made With 17g Whole Grain (9)	60 ct. Assorted
38000-18315		Kellogg's® Cereal Assortment Pack - Wellness: Kellogg's® Low Fat Granola with Raisins (12), Special K® Original (12), Special K® Red Berries (12), Special K® Fruit & Yogurt (10), Frosted Mini-Wheats® Bite Size (8), Kashi® GO Crunch (6)	60 ct. Assorted

For more information, please contact your sales representative,  
or visit [WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com)