

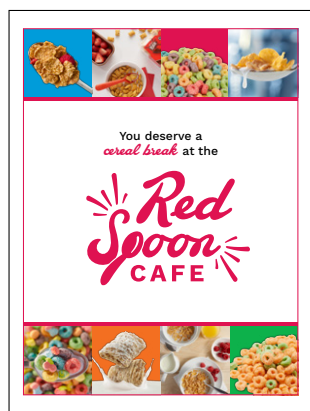


Make cereal *the solution!*

Partner with WK Kellogg Co. to amplify your guests' experience with the brands they love. Red Spoon Cafe's versatile merchandising tools and promotional assets will help you increase interest, traffic, and engagement.

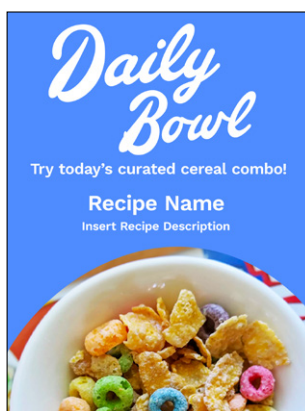
With 80% of people claiming they're more open to brands that provide new experiences,¹ it's clear customers are craving ways to break up the monotony of everyday eating.

Think outside the *cereal box* with these tools.



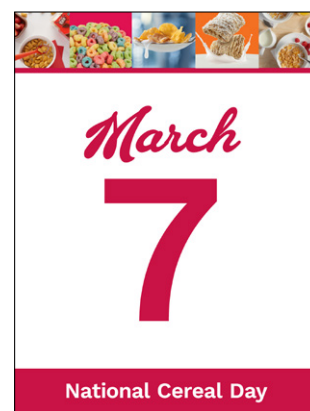
Merchandising

Bright, playful signage to pique interest.



Customizable Content

Templates and tools to show everything from news to recipes.



Promotions

A customizable calendar to feature seasonal promotions.

WK Kellogg Co

Bring the *Red Spoon Cafe* to life.

MERCHANDISING



Printable

[Download Now >](#)

Poster available in 8.5"x11"

Digital



[Download Now >](#)

CUSTOMIZABLE CONTENT

Daily Bowl

Inspire customers to see cereal in a new light with daily recipes like a parfait or a cereal-topped latte.

Cereal Lovers

Give your operation's cereal lovers the spotlight by highlighting your customers' favorite cereal moments.

Grrreat News

Share grrreat news with a screen to show off company news, upcoming holidays, and more!

[Download Templates Now >](#)



Celebrate with cereal.

Participating in holidays lets you craft unique experiences, create connections, and engage customers all year long. While these promotions are tied to specific days throughout the year, each can be applied any time to spice up your offerings no matter the season.

Come back quarterly to [Red Spoon Café Cereal Destination](#) for new promotions, tools, and more!

JANUARY

National Staying Healthy Month

Promote healthier offerings like *Kashi® Go®* with 9 grams protein and 8 grams of fiber. [Click here](#) for assets.

FEBRUARY 17

Random Acts of Kindness Day

Offer a BOGO to encourage customers to treat a friend or co-worker. [Click here](#) for promotional tools.

MARCH 7

Cereal Day

Build Your Own Bowl with your favorite cereals and toppings. [Click here](#) for inspiration.



APRIL 22

Celebrate Earth Day

Feature Plant Positive *Kashi®* cereals, and share benefits of *Kashi®* plant positive practices with your customer.

MAY 11

Eat What You Want Day

Make cereal a dessert with recipes like [Chocolate Espresso Yogurt Mousse with Granola](#), and [Frosted Flakes® Tiger Bacon](#).

JUNE

National Dairy Month

Offer a bundle discount on milk when cereal is purchased. [Click here](#) for assets.



JUNE 6

National Donut Day

Do-nut miss out on offering donuts topped with cereal favorites like the [Froot Loops® Donut](#), and [Apple Jacks® Donut](#).

JULY 12

National Simplicity Day

Offer a bundle on cereal and milk, a simple, satisfying snack. [Click here](#) for assets.

SEPTEMBER

National Breakfast Month

Spotlight the most important meal of the day with recipes like [Froot Loops® Pancakes](#), [Krave® S'more Pancakes](#), [Special K® Red Berry Pancakes](#), and [more](#).



SEPTEMBER 15

National Thank You Day

Thank customers for their business with to-go packs of trail mix featuring their favorite cereals like this [Froot Loops® Rainbow Trail Mix](#).

OCTOBER 1

International Coffee Day

Offer coffee and cereal in one with [these delicious latte drinks](#): Frosted Flakes® Latte, or Froot Loops® Milk Latte.

OCTOBER 12

National Farmers Day

Recognize farmers such as Kennedy Rice Mill, a female-owned farm that grows rice for WK Kellogg Co. and offer a discount on *Rice Krispies®*.

NOVEMBER 15

National Parfait Day

Offer yogurt parfaits featuring Kellogg's® Granola like this [Mediterranean Strawberry Parfait](#).

Featured Products

[Click here](#) for product details on Kellogg's® cereal favorites like:

