Cereal in C&U Beyond the Bowl with WK Kellogg Co







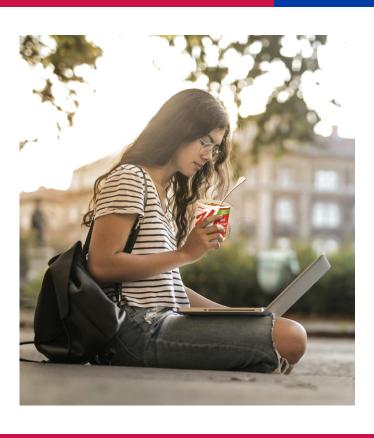
Why Cereal?

Cereal is the #1 choice for breakfast¹

Cereal is a low labor breakfast solution

94%
household penetration

for the category means almost **all** U.S. households buy cereal **at least once per year**²



Our brands speak to Gen Z consumers



36% of 18-24 year olds agree that "I eat cereal because it reminds me of my childhood"³



According to the Campus Dining Index, balanced nutrition is becoming increasingly important to college diners³

Nostalgia



#1 ranked \$ velocity
across all brands
in C&U³



Top 5 brand in Dollar Sales in C&U with **over \$1M in sales**³





Freeze-dried fruits have **skyrocketed in popularity**, fueling snacking trends³



61% of Gen Z love granola⁴ with over \$11M in sales L12M³

Maximize your profit potential with the right

Bin Set Assortment



The 8-bin cereal set is designed to deliver both **performance** and **appeal** — featuring **top-selling favorites** while offering a thoughtful mix of **nostalgic classics** and **better-for-you** options that align with the evolving tastes and wellness priorities of today's college students.



Top 5 item with

\$1M in dollar sales1



Top 5 item with \$1M in dollar sales¹



132 INDEX to total cereal with gen z consumers & **#1** ranked \$ velocity in C&U¹





Gluten Free Offering

Top selling item in C&U with **over** \$3M in sales¹



Cinnamon Crunch

10g Protein & Fiber

College diners demand for performance-based meals has increased by 61% year over year²



Top selling item in C&U with **over** \$2.5M in sales¹





Rotating item that can **pivot between nostalgia and balanced nutrition** profiles

Quick Tips Offer cereal for all menu day parts with 65% of students interested in all-day-breakfast (up from 55% in 2019).³ Bring the excitement of customization to campus with a cereal station featuring a variety of BOH add-ins—giving students the freedom to build their perfect bowl. With 75% of college and university students trending toward build-your-own options, this is a powerful way to boost engagement and satisfaction.³

Leverage social media to spark student interest in new cereal flavors and promote the bowl station as a destination – driving traffic and creating buzz across campus.

Create a *Winning* On-the-Go Cereal Planogram







64% of Gen Z are snacking 2x/day or more²



Granola is having a BIG menu moment



61% of Gen Z *love* granola!







Granola has grown by +16.3% in smoothies over the last 4 years²



Over the last 12 months, Granola is +13% in C&U2









Flavors

A Good Source of Fiher

Bear Naked® To-Go Packs





13g

Bear Naked® Fruit & Nut Medlev

Bear Naked® Vanilla Almond Crisp



Bear Naked® Granola brings in more new granola consumers than other leading granola brands3



79% of away from home granola snackers pack granola in a bag to take on the go4



Available in a merchandisable caddy easy to display in multiple locations!

Caitalize on the Granola trend in your operation by adding that perfect crunch to items across all day parts in the menu. Check out our recipes and programming by clicking here.



- NPD Trend Tracker, (Category Growth over last 12 months)
 NielsenlQ Homescan Panel; HH Proj; 52 WE 12/30/23
 Granola Snacking Study, 2023
- © 2025 WK Kellogg Co









Red Spoon Cafe: Your Cereal Destination

Red Spoon Café is the one stop shop to increase traffic through seasonal recipe and promotional templates along with signage to keep students coming back.





Stir It Up with Customized Bowls

Our Stir it Up toolkit provides turn key bowl builds to allow customization to make the perfect cereal bowl while driving velocity an dtraffic to a low labor solution.





Check Out More Cereal Inspired Recipes

Cereal is your secret weapon in the kitchen—a versatile ingredient that elevates flavor, adds a crunch, and texture! With one powerhouse product doing the job of many, you save time, space, and cost.

Bin Placement — Program —

Amplify your sales.

Let's talk bin placement and character visits to amplify sales at your operation. Reach out to your Sales Representative to learn more.

