

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 year²



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

Kellogg's
KRAVE

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

Kellogg's
**FROSTED
FLAKES**

Top 5 brand in Dollar
Sales in C&U with
over \$1M in sales³

Balanced
Nutrition

SPECIAL
K
Red
Berries

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

Kellogg's
granola

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

1. Circana NPDP 12M ending Dec '24 at in home breakfast occasions. 2. Circana Receipt Panel, All Outlets, L52W Ending 03/30/25.
3. AFH: Circana SupplyTrack L12M Ending 3/2025 4. Datassential, Granola Consumer Preferences, 2025. © 2025 WK Kellogg Co

Maximize *your* profit potential with the right Bin Set Assortment

Why 8?

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.

Kellogg's
**FROSTED
FLAKES**

Top 5 item with
\$1M in dollar sales¹

Kellogg's
**FROOT
LOOPS**

Top 5 item with
\$1M in dollar sales¹

Kellogg's
KrAVE

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

Kellogg's
SPECIAL
K
Red
Berries

Double digit growth
vs. YA +11%¹

**Lucky
Charms**

Gluten Free Offering

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

Kashi
GO
Cinnamon
Crunch

10g Protein & Fiber

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

**Cinnamon
Toast
Crunch**

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

**Rotational
Slot**

**APPLE
JACKS**
Kellogg's
**RICE
KRISPIES**

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



**55% of 18-24 year olds
(P6M HH cereal eaters)
eat cold cereal for a snack¹**

2X

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

Granola

is having a BIG menu moment

61% of Gen Z love granola!¹



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



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

Kellogg's Granola:



A Vegan Food



A Good Source of Fiber



Has No Artificial Flavors

Bear Naked® To-Go Packs



Bear Naked® Fruit & Nut Medley



Bear Naked® Vanilla Almond Crisp

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](#).



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!

1. Datassential, Granola Consumer Preferences, 2025
2. NPD Trend Tracker, (Category Growth over last 12 months)
3. NielsenIQ Homescan Panel; HH Proj; 52 WE 12/30/23
4. Granola Snacking Study, 2023
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Increase Velocities & Increase Traffic by Partnering with *WK Kellogg Co* on our C&U Programs & Support



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 and traffic 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.

Contact your WK Sales Representative for more information,
or visit WKKelloggAwayFromHome.com