

# Hello, *beautiful!*



**Our granola has a fresh new look, and good news:  
it's better than ever.**

Kellogg's Granola has been reformulated for the ultimate in menu versatility and the best taste experience imaginable.

*WK Kellogg Co*





# Granola is having a big menu *moment*.

*Granola* isn't a health food fad. Today, it's a must-have ingredient that consumers love.

**61%** of Gen Z loves granola<sup>1</sup>

**73%** of Millennials love granola<sup>1</sup>

**GRANOLA** has emerged as a go-to choice for those seeking nutritious yet delicious options<sup>1</sup>

*For granola*, all-day snacking and breakfast are huge opportunities.

**6<sup>IN</sup>10** consumers have said that they prefer to eat many small meals throughout the day as opposed to a few large ones<sup>2</sup>

**74%** of consumers have a snack in place of a meal at least once a week<sup>4</sup>

**2.3** snacks are eaten per person on average per day (For Millennials, 2.8 and for Gen Z, 2.7)<sup>4</sup>

**+5.8%** Foodservice breakfast is growing<sup>3</sup>  
IN 5 YEARS

**+263%** Yogurt and Granola growth on QSR menus over the last 4 years<sup>5</sup>

*With granola*, anything, any place, and anytime goes.

**GRANOLA** is growing on healthcare menus as operators remain focused on offering patients and staff healthier options<sup>6</sup>

**GRANOLA** has grown by **+16.3%** in smoothies over the last 4 years<sup>5</sup>

**OVER THE LAST** 12 months, Granola is **+8%** for Lodging and **+13%** in C&U<sup>7</sup>





# A crunchy canvas for *creativity*

Put our do-anything granola to work in these chef-developed menu concepts:



## *Ba-nilla* French Toast Snacker

Sweet, spicy, and irresistible. Rich sticks of challah bread soaked in bananas and vanilla and then fried to golden perfection, coated with chocolate granola and served with whipped hot honey on the side for dipping.

**PERFECT FOR:** Breakfast, snack, or dessert

**SWAP IT WITH:** Day-old white or wheat bread, or get creative and use croissants, sourdough, or a baguette



**51%**  
of consumers  
like to eat  
breakfast foods  
as snacks<sup>2</sup>

## *Bread pudding with* Bourbon Granola Caramel

The most luscious cinnamon-swirled bread pudding, baked to perfection with brown sugar and vanilla custard, then topped with a bourbon caramel granola crunch and scoop of vanilla ice cream.

**PERFECT FOR:** Snack, breakfast, or dessert

**SWAP IT WITH:** Swap bourbon sauce with salted caramel or smoked caramel



**67%**  
of consumers  
say that anything  
can be a snack,  
as do 67% of  
operators<sup>4</sup>

## *Spiced apple* Granola Bars

They'll love this fresh-baked take on a granola bar, made with tart Granny Smith apples and apricots simmered with cinnamon, honey, and nutmeg, all folded into crunchy granola with just a hint of fresh rosemary.

**PERFECT FOR:** Breakfast, snack, or buffet

**MAKE IT SEASONAL:**

- **Summer:** Swap apricots for strawberries, blueberries, lemon, or rhubarb
- **Fall:** Try pomegranate, cranberries, or other apple varieties
- **Winter:** Offer kiwi, pears, grapefruit, or kumquat



**"HEALTHY"**  
is the #1  
consumer need  
associated with  
granola<sup>8</sup>

**Want more menu ideas?** Reach out to your WK Kellogg Sales Representative or visit [wkelloggawayfromhome.com](http://wkelloggawayfromhome.com)

# Two varieties, countless *benefits*

Our ready-to-serve granola reduces labor, minimizes waste, and maximizes menu diversity.



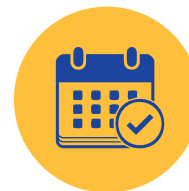
Vegan



No high-fructose  
corn syrup



No artificial flavors



365-day shelf life



Superior yield time in  
parfait applications



Customizable for a  
signature dish



Good source  
of fiber



## Lots more ways to *crunch it up...*

Partnership with Kellogg's means you'll have access to all the tools  
you need to make your menus irresistible.



RECIPE  
inspiration



Find more  
Granola and  
WK products



ITEM NUMBER	PRODUCT DESCRIPTION	FORMAT	CASE
38000-25435	Kellogg's® Granola without Raisins	Bulk	4ct./50oz.
38000-13791	Kellogg's® Granola with Raisins	Bulk	4ct./50oz.
38000-22013	Kellogg's® Granola with Raisins	Single Serve	70ct./2.2oz.

*The future* looks crunchy.

With Kellogg's granola, you're always one step ahead of the trends.

#### Sources:

<sup>1</sup> Datassential, Granola Consumer Preferences, 2025

<sup>2</sup> Foodservice Director, Explore new ways customers are breaking into breakfast, 2024, referencing Technomic, 2024 Breakfast Multi Client Study

<sup>3</sup> Technomic 2023 Breakfast Multi-Client Study

<sup>4</sup> Datassential Snacking Keynote Report August 2023

<sup>5</sup> Datassential, Yogurt and Granola Food Profile, 2025

<sup>6</sup> Datassential, Healthcare Segment Guide, 2024

<sup>7</sup> NPD Trend Tracker, (Category Growth over last 12 months)

<sup>8</sup> Tastewise, Granola Innovation Dashboard, 2025

©2025 WK Kellogg NA LLC

For more information, contact your  
Sales Representative or visit  
**wkkelloggawayfromhome.com.**

*WK Kellogg Co*