

MicroMarkets

The *Future* of Foodservice

WK Kellogg Co

Younger adult consumers (ages 18-34)

are the **most likely to use MicroMarkets today**, with **25%** having used one to purchase food or beverage **in the last six months**, compared to just **13% of those ages 35 or older**¹

These young adults will drive future use as well, with **41% likely to use one** if it's available.¹

MicroMarkets projected to continue to **grow revenues +19%** into 2028²



Why Breakfast?

39%

of millennials eat breakfast **every morning**²

62%

of customers surveyed eat breakfast at least **5 days per week**²

Why Cereal?

Cereal has widespread appeal across consumer and dayparts:

83%
household penetration³

#1 breakfast choice for kids and the
#2 breakfast choice for adults³

It's a versatile & affordable check builder

Nearly **40%** of consumers are planning to **eat more cereal**⁴



Checks are **147% bigger** when cereal is purchased⁵, as it encourages complementary purchases like milk, fruits, nuts and yogurt

Why Granola?

Granola is growing in popularity

11.4%
4-year CAGR (dollar sales)⁶

It's a better-for-you snack:

71% of granola consumers eat it as a snack⁷



Granola can fit into a **healthy lifestyle**⁸





Why Our Brands?

These brands all over-index with millennials!¹



Cereal In A Cup

#1 Cereal Cup Nationally¹

\$24MM in total market sales L52wks and growing +20%!^{1*}

*Bulk Packaging Volume

#1 cereal brand in stores¹

Over-indexes with U.S. Hispanic, Black and Millennial consumers⁴



Cereal In A Cup

#3 Cereal Cup Nationally¹

\$18MM in total market sales L52wks and growing +22%!¹

Equally consumed by both kids and adults¹

Over-indexes with multicultural households⁴

bear naked
WILDLY DELICIOUS GRANOLA



To-Go Packs

\$74MM Brand¹

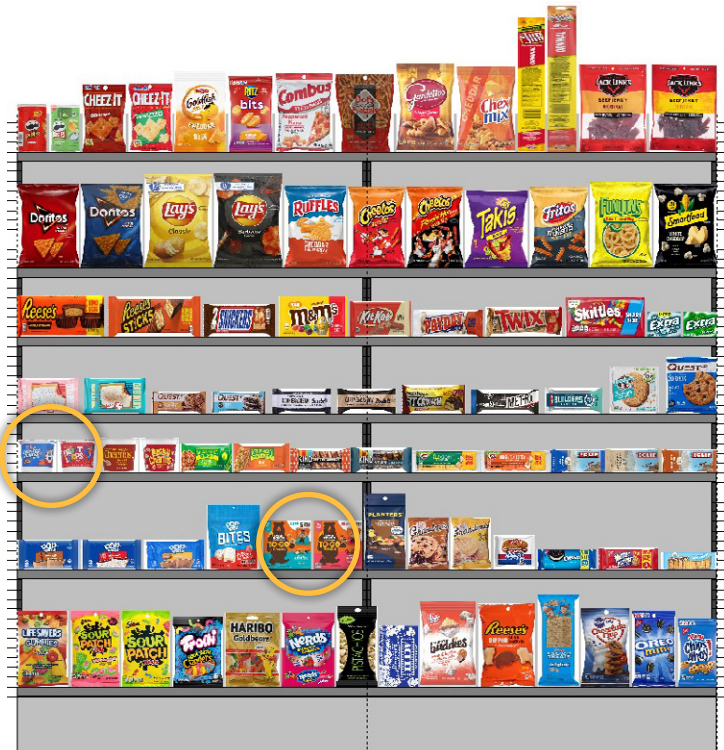
Our top 2 Bear Naked® flavors made with clusters for better snacking:
Vanilla Almond Crisp
and Fruit & Nut Medley

79% of active granola snackers pack it in a bag: Bear Naked® pouches make on-the-go granola snacking easier than ever²

MicroMarkets Planogram Insights

Toaster Pastries/Tarts, Popcorn & Snack Nuts/Seeds are **significantly over-spaced** based on their sales contribution³

Snack Bars & Granola perform well as a category and have a rightful place in the planogram³



For more information, contact your WK Sales Representative or visit WKKelloggAwayFromHome.com

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1. Circana Total US - Multi Outlet + L52wks ending 01/26/2025 2. Granola Snacking Study 2023
3. Items based on the top-ranking Dollar Sales items from each of the best 5 performing Edible categories in Convenience: Salty Snacks, Cookies, Crackers, Candy and Breakfast. All items were selected by sorting descending on Dollar Sales and filtering out items with at least 5% ACV across Total US Convenience.
4. Circana Supply Track L12M Ending Dec 2024 © 2025 WK Kellogg Co