



K-12 PRODUCT *and Solutions* GUIDE

2025

2026

WK Kellogg Co



Our Commitment

As your partner, we are committed to providing delicious and nutritious food to help kids be their best.

Count on *WK Kellogg Co* for:

- A versatile portfolio of nutritious products
- Student favorites that deliver great taste and whole-grain-rich nutrition
- Labor-saving solutions that keep handling and serving time to a minimum
- Familiar brands that appeal to kids and help build your participation throughout the day
- NSBP, NSLP, Smart Snack, CACFP and Buy American compliant products



Feeding Happiness[®]

WK Kellogg Co



We stay actively engaged in the food industry by partnering with organizations and leading initiatives to eliminate child hunger, meet school needs and uphold sustainable practices. We are committed to providing programming and support to expand school breakfast programs for kids.

WK Kellogg is a proud sponsor of SNA, working to bring innovative meal solutions to schools across the country.

Make Eating Well *Easy*



The *#1 source* of whole grain and fiber for kids at breakfast is cereal¹



Cereal contributes <7% of the added sugar in the U.S. diet²



Cereal is one of the top foods *fruit* is added to³

Focused on *Nutrition*

For more than 100 years, WK Kellogg Co has been a leader in health and nutrition. We have a constant focus on improving the nutritional value of our foods, whether it's reducing ingredients that consumers want less of, or providing nutrients that they want more of, such as fiber and whole grains.

"We are a company of dedicated people making quality products for a healthier world."

- W.K. Kellogg

First *high-fiber* breakfast cereal

First food manufacturer to voluntarily list amounts of sugar

First *dietitian* to work in the food industry

First *high-protein* breakfast cereal

Innovative *solutions* to reduce labor in your Operation with brands that your students will *love*!



NOW SHIPPING!

Kashi
strawberry banana
smoothie loops

3g FIBER | MADE WITH A TOUCH OF FRUIT PUREE | 15g WHOLE GRAINS

NON GMO VERIFIED

NET WT 0 OZ (00g)

Kashi® Strawberry Banana Smoothie Loops™

1oz. Pouch

Kashi For the love of good nutrition.



NOW SHIPPING!

Kellogg's
Frosted Mini-Wheats
COCOA

WHOLE GRAIN

Kellogg's® Frosted Mini-Wheats® Cocoa

2.1oz. Cereal in a Cup

Discover our Future *Innovation* – Coming Soon!



NEW!
First Ship
Dec. 2025

Kellogg's
granola
CRISPY GRANOLA CLUSTERS

MADE WITH 35g WHOLE GRAIN
GOOD SOURCE OF FIBER

NET WT 2 OZ (56g)

Kellogg's® Granola, Breakfast Cereal, Crunchy Clusters

1oz. Pouch



NEW!
First Ship
Jun. 2026

Kashi
maple waffle bites

NO ARTIFICIAL FLAVORS | 100% WHOLE GRAIN | REAL MAPLE SYRUP | 16g WHOLE GRAIN

NET WT 1 OZ (28g)

Kashi® Maple Waffle Bites

1oz. Pouch



NEW!
First Ship
Jul. 2026

Kellogg's
COCOA LOOPS

NET WT 2 OZ (56g)

Kellogg's® Cocoa Loops®

1oz. Bowl & 2oz. Pouch

See pages 6-7 for full product information.

Breakfast made *easy* for students on the go!

Our pouch cereals are quick, convenient, and made with whole grains to energize students to start the day.



Provide *breakfast* after the bell by serving students as they head to class with these no-mess options.



Cereal isn't just for breakfast, add our pouches to your "a la carte" menu for students to snack *all day!*



**FULL
PORTFOLIO
COMPLIANT**

WITH NEW
USDA SUGAR
REGULATIONS
FOR 25/26 SY



NO HFCS



**USDA
WHOLE GRAIN
RICH COMPLIANT**

**1-2oz.
GRAIN
EQUIVALENT**

Item #	Product Description	Grain Oz. Eq.	Case
18627-11618	Kashi® Strawberry Banana Smoothie Loops™ Pouch Now Shipping!	1oz.	100ct./1oz.
41192-11618	Kellogg's® Granola Crunchy Clusters Cereal Pouch First Ship December 2025	1oz.	100ct./1oz.
18627-11708	Kashi® Maple Waffle Bites made with 16g Whole Grain Cereal Pouch First Ship June 2026	1oz.	100ct./1oz.
41192-11322	Kellogg's® Cocoa Loops® made with 28g Whole Grain Cereal Pouch First Ship July 2026	2oz.	60ct./2oz.
38000-11467	Kellogg's® Froot Loops® made with 13g Whole Grain Cereal Pouch	1oz.	96ct./1oz.
38000-11469	Kellogg's® Apple Jacks® made with 13g Whole Grain Cereal Pouch	1oz.	96ct./1oz.
38000-11458	Kellogg's® Granola Crunchy Clusters Cereal Pouch	2oz.	48ct./2oz.

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

Kellogg's Code		Product Name	Case Pack	USDA Whole Grain Rich	Grain/ Ounce Equiv.	Buy American Compliant	No FD&C Colors*	Made with Natural Flavors	CACFP Eligible	Smart Snack Eligible	Compliant with 25/26 Sugar Regulations
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WHOLE GRAIN-RICH CEREAL BOWL & CUP PACKS

38000-78787		Kellogg's® Apple Jacks® Made With 13g Whole Grain This 1oz bowl of apple and cinnamon flavored cereal is whole grain-rich (13g whole grain per serving), with 6g sugar per serving. Good source of 9 vitamins and minerals and contains 1oz grain equivalency. NO HFCS.	96ct/ 1oz	✓	1oz	✓	—	✓	✓	✓	✓
38000-78788		Kellogg's® Froot Loops® Made With 13g Whole Grain Help students make the most of their morning. This 1oz. bowl of fruit-flavored cereal is whole grain-rich (13g whole grain per serving) and has 6g sugar per serving. Good source of 9 vitamins and minerals. NO HFCS.	96ct/ 1oz	✓	1oz	✓	—	✓	✓	✓	✓
38000-04996		Kellogg's® Frosted Mini-Wheats® Bite Size Crunchy, bite-sized biscuits that feature layers of 100% whole grain that are frosted for the perfect amount of sweetness in every bite. Good source of fiber, and an excellent source of 2 vitamins and minerals. No HFCS.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓	✓
38000-00896		Kellogg's Raisin Bran® Wake up with Sunny and the goodness of Kellogg's Raisin Bran®. Crafted with 17g of whole grain per serving and a good source of fiber. No HFCS.	96ct/ 1.25oz	✓	1.25oz	✓	✓	✓	—	✓	✓
38000-27095		Kellogg's® Frosted Mini-Wheats® Bite Size Crunchy biscuits that feature layers made with 100% whole grain that are frosted for the perfect amount of sweetness in every bite. This cereal has 47g whole grain and 12g of sugar per serving and NO HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	✓	—	✓
41192-10717		Kellogg's® Frosted Mini-Wheats® Cocoa Bite Size Crunchy biscuits that feature layers made with 100% whole grain and cocoa that are frosted for the perfect amount of sweetness in every bite. This cereal has whole grain and 12g of sugar per serving and NO HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	✓	—	✓
41192-11496		Kellogg's® Cocoa Loops® Made with 14g Whole Grain Start the day with a chocolatey crunch! This whole grain-rich cereal delivers 14g of whole grain per serving, is a good source of fiber, and made with natural flavors and no FD&C colors—perfect for a better-for-you breakfast option.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓	✓

WHOLE GRAIN-RICH CEREAL POUCHES

38000-11467		Kellogg's® Froot Loops® Made With 13g Whole Grain Cereal Pouch Colorful, fun, and offers bold fruity flavor in every bite; whole grain-rich (13g whole grain per serving). 6g sugar per serving; NO HFCS; Good source of 9 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	—	✓	✓	✓	✓
38000-11469		Kellogg's® Apple Jacks® Made With 13g Whole Grain Cereal Pouch Bursting with the sweet taste of apples and cinnamon for deliciousness in every bite; whole grain-rich (13g whole grain per serving); 6g sugar per serving. NO HFCS, and a good source of 9 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	—	✓	✓	✓	✓
38000-11458		Kellogg's® Granola Crunchy Clusters Cereal Pouch Greet the day with a sweet, satisfying crunch . No HFCS; whole grain-rich.	48ct/ 2oz	✓	2oz	✓	✓	✓	—	—	✓
18627-11618		Kashi® Strawberry Banana Smoothie Loops™ Your students will love this delicious, versatile, no mess format for breakfast after the bell and in classroom programs. Kashi® Strawberry Banana Smoothie Loops are 1oz. grain equivalent, a great low labor solution and easily merchandisable with peg holes on package.	100ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓	✓
41192-11322		Kellogg's® Cocoa Loops® Made with 28g Whole Grain Cereal Pouch A chocolatey, whole grain-rich cereal in a convenient 2oz pouch—perfect for breakfast in the classroom or on the go. Delivers 28g of whole grain, is a good source of fiber, and made with natural flavors and no FD&C colors.	60ct/ 2oz	✓	2oz	✓	✓	✓	✓	✓**	✓

For more information, visit [WKKelloggAwayFromHome.com](https://www.wkkelloggawayfromhome.com) or contact US-SalesOperations@wkkellogg.com.

*FD&C colors are synthetic color additives not in this product. **Only eligible if served as an entrée. © 2025 WK Kellogg Co

Kellogg's Code		Product Name	Case Pack	USDA Whole Grain Rich	Grain/ Ounce Equiv.	Buy American Compliant	No FD&C Colors*	Made with Natural Flavors	CACFP Eligible	Smart Snack Eligible	Compliant with 25/26 Sugar Regulations
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WHOLE GRAIN-RICH CEREAL POUCHES

41192-11618		Kellogg's® Granola Crunchy Clusters Cereal Pouch A satisfyingly crunchy blend made with whole grain oats and natural flavors. This 1oz pouch contains no HFCS, and is perfect for topping yogurt, pairing with fruit, or enjoying on the go.	100ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓	✓
18627-11708		Kashi® Maple Waffle Bites Cereal Pouch A crispy, whole grain-rich cereal made with a touch of real maple syrup. This 1oz pouch delivers 16g of whole grain, is Non-GMO Project Verified, vegan, and made with colors and flavors from natural sources—perfect for breakfast or snacking on the go.	100ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓	✓

WHOLE GRAIN RICH GRANOLA

38000-49834		Kellogg's® Granola Crunchy Clusters Satisfyingly crunchy and a great complement to yogurt or milk. No raisins or nuts and free from artificial flavors and colors.	4ct/ 50oz	✓	2oz	✓	✓	✓	—	—	✓
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Kellogg's Code		Product Name	Case Pack	USDA Whole Grain Rich	Grain/ Ounce Equiv.	Buy American Compliant	Simple Ingredients Plus Vitamins & Minerals	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	Good Source of 7-8 Vitamins & Minerals	Excellent Source of Fiber
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BULK CEREAL

38000-00191		Kellogg's Corn Flakes® Cereal, Original A classic, crisp cereal made with simple ingredients plus vitamins and minerals. This bulk format is ideal for large-scale service and delivers 1.5oz grain equivalency per serving.	4ct/ 26oz	—	1.5oz	✓	✓	✓	✓	✓	—
38000-00591		Kellogg's® Rice Krispies® Cereal, Original Light and crispy rice cereal that's perfect on its own or as a base for creative menu ideas. Delivers 1.25oz grain equivalency per serving and is Buy American compliant.	4ct/ 27oz	—	1.25oz	✓	✓	✓	✓	✓	—
38000-04991		Kellogg's® Frosted Mini-Wheats® Bite Size Cereal, Original Crunchy, bite-sized biscuits made with 100% whole grain and frosted for just the right touch of sweetness. Delivers 2oz grain equivalency per serving in a bulk format.	4ct/ 56oz	✓	2oz	✓	—	✓	✓	✓	✓
38000-00891		Kellogg's Raisin Bran® Cereal, Original A wholesome blend of crisp whole grain wheat, bran flakes and sweet raisins. This bulk cereal provides 2oz grain equivalency per serving and is an excellent source of fiber.	4ct/ 56oz	✓	2oz	✓	✓	✓	✓	✓	✓

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