



# K-12 PRODUCT *and Solutions* GUIDE

2026

2027

*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<sup>®</sup>

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 cereal<sup>1</sup>



Cereal contributes <7% of the added sugar in the U.S. diet<sup>2</sup>



Cereal is one of the top foods *fruit* is added to<sup>3</sup>

## 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

1. Cereal Education Group. Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, General Population, children ages 2-17 years old, [2017-2018] 2. Added Sugars in American Children's Diet: What We Eat in America, NHANES 2015-2016 3. 2020 State of the Plate: America's Fruit and Vegetable Consumption Trends © 2026 WK Kellogg Co.

# Innovative *solutions* to reduce labor in your operation with brands your students will *love!*

**Kashi**  
For the love of good nutrition.™

**Kashi®** strawberry banana loops®  
Multigrain Cereal Naturally Flavored with Other Natural Flavors  
3g FIBER | MADE WITH FRUIT PUREE | 15g WHOLE GRAIN  
NET WT 1.0Z (28g)

**NOW SHIPPING!**

**Kashi®** Strawberry Banana Loops®  
1oz. Pouch | 18627-11618

**Kellogg's®** granola  
CRISPY GRANOLA CLUSTERS  
MADE WITH 17g WHOLE GRAIN  
NET WT 1.0Z (28g)

**NOW SHIPPING!**

**Kellogg's®** Granola, Crunchy Clusters  
1oz. Pouch | 41192-11618

**Kellogg's®** COCOA LOOPS®  
FLAVORED WITH OTHER NATURAL FLAVORS  
SWEETENED MULTIGRAIN CEREAL  
NET WT 1.0Z (28g)

**NOW SHIPPING!**

**Kellogg's®** Cocoa Loops®  
2oz. Pouch  
41192-11322

**Kellogg's®** Cocoa Loops®  
1oz. Bowl  
41192-11496

**Kashi**  
For the love of good nutrition.™

**Kashi®** maple waffle bites  
No Artificial Flavors | Made with Real Maple Syrup | 16g Whole Grain  
NET WT 1.0Z (28g)

**NEW!**  
First Ship Jun. 2026

**Kashi®** Maple Waffle Bites  
1oz. Pouch | 18627-11708

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 <b>Now Shipping!</b>	1oz.	100ct./1oz.
41192-11618	Kellogg's® Granola Crunchy Clusters Cereal Pouch <b>Now Shipping!</b>	1oz.	100ct./1oz.
41192-11322	Kellogg's® Cocoa Loops® made with 28g Whole Grain Cereal Pouch <b>Now Shipping!</b>	2oz.	60ct./2oz.
18627-11708	Kashi® Maple Waffle Bites made with 16g Whole Grain Cereal Pouch <b>First Ship June 2026</b>	1oz.	100ct./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](http://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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## Kellogg's® WHOLE GRAIN-RICH CEREAL BOWL & CUP PACKS

38000-04996	<b>Kellogg's® Frosted Mini-Wheats® Bite Size</b> 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	<b>Kellogg's® Raisin Bran®</b> 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	<b>Kellogg's® Frosted Mini-Wheats® Bite Size</b> 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	✓	✓	✓	✓	—	✓
41192-11496	<b>Kellogg's® Cocoa Loops® Made with 14g Whole Grain</b> 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	✓	✓	✓	✓	✓	✓

## Kellogg's® WHOLE GRAIN-RICH CEREAL POUCHES

38000-11458	<b>Kellogg's® Granola Crunchy Clusters Cereal Pouch</b> Greet the day with a sweet, satisfying crunch. No HFCS; whole grain-rich.	48ct/ 2oz	✓	2oz	✓	✓	✓	—	—	✓
18627-11618	<b>Kashi® Strawberry Banana Smoothie Loops™</b> 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	<b>Kellogg's® Cocoa Loops® Made with 28g Whole Grain Cereal Pouch</b> 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	✓	✓	✓	✓	✓**	✓
41192-11618	<b>Kellogg's® Granola Crunchy Clusters Cereal Pouch</b> 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	<b>Kashi® Maple Waffle Bites Cereal Pouch</b> 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	✓	✓	✓	✓	✓	✓

## Kellogg's® WHOLE GRAIN RICH GRANOLA

38000-49834	<b>Kellogg's® Granola Crunchy Clusters</b> 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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For more information, visit [WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com) or contact [US-SalesOperations@wkkellogg.com](mailto:US-SalesOperations@wkkellogg.com).

\*FD&C colors are synthetic color additives not in this product. \*\*Only eligible if served as an entrée. © 2026 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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## Kellogg's BULK CEREAL

38000-00191	<p><b>Kellogg's Corn Flakes® Cereal, Original</b> 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.</p>	4ct/ 26oz	—	1.5oz	✓	✓	✓	✓	✓	—
38000-00591	<p><b>Kellogg's® Rice Krispies® Cereal, Original</b> 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.</p>	4ct/ 27oz	—	1.25oz	✓	✓	✓	✓	✓	—
38000-04991	<p><b>Kellogg's® Frosted Mini-Wheats® Bite Size Cereal, Original</b> 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.</p>	4ct/ 56oz	✓	2oz	✓	—	✓	✓	✓	✓
38000-00891	<p><b>Kellogg's Raisin Bran® Cereal, Original</b> 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.</p>	4ct/ 56oz	✓	2oz	✓	✓	✓	✓	✓	✓



For more information, visit [WKKelloggAwayFromHome.com](http://WKKelloggAwayFromHome.com)  
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