



YOUR PREFERRED PARTNER FOR

Complimentary BREAKFAST

WK offers the widest range of pack formats to meet operational needs and consumer demand.



Why Breakfast Matters



78% of consumers say complimentary breakfast is important for leisure travel.²



53% of business travelers and 34% of leisure travelers value branded foods/beverages when choosing a hotel.²



53% of consumers want breakfast available all day.²



67% of adults eat breakfast on most mornings.³

THE ROLE OF Cereal AT BREAKFAST



Appeals to a wide range of guests & dietary preferences

#1

Breakfast choice for kids¹

#1

Breakfast choice for adults¹



Optimize guest breakfast by offering
4 cereal varieties in bulk bins



BULK CEREAL

- ✓ Operational Efficiency
- ✓ Cost Savings
- ✓ Low Labor Solution

DISPENSERS

- ✓ Easy to Use
- ✓ Dishwasher Safe Bins
- ✓ No Electricity Required



Kellogg's Individual CEREAL BOXES



Meet your sustainability goals with this recyclable solution.



Harness the power of nostalgia as 70-76% of consumers love things that remind them of their past.⁴



Tap into on-the-go trends with this convenient, travel-ready solution.



A cost effective solution for complimentary breakfast and catering.

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



1. Circana NPD 2023. 2. Technomic Lodging Multi-Client Study 2023. 3. Mintel Consumer Approach to Breakfast – US – 2025. 4. The New Nostalgia of Foods, Symrise, May 10, 2022 © 2026 WK Kellogg Co



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Complimentary BREAKFAST

Case Code	Product Description	Pack Size
BULK CEREAL		
38000-02991	Kellogg's® Apple Jacks®	4ct. / 31oz.
38000-00191	Kellogg's® Corn Flakes®	4ct. / 26oz.
38000-01791	Kellogg's® Froot Loops®	4ct. / 31oz.
38000-01591	Kellogg's® Frosted Flakes®	4ct. / 40oz.
38000-04991	Kellogg's® Frosted Mini-Wheats® Bite Size	4ct. / 56oz.
38000-72010	Kellogg's® Krave® Chocolate	4ct. / 35oz.
38000-49834	Kellogg's® Granola Crunchy Clusters	4ct. / 50oz.
38000-13791	Kellogg's® Granola with Raisins	4ct. / 50oz.
38000-25435	Kellogg's® Granola without Raisins	4ct. / 50oz.
38000-00891	Kellogg's® Raisin Bran®	4ct. / 56oz.
38000-00591	Kellogg's® Rice Krispies®	4ct. / 27oz.
38000-01691	Kellogg's® Special K® Original	4ct. / 32oz.
38000-18166	Kellogg's® Special K® Red Berries	4ct. / 44oz.
38000-00691	Kellogg's® All-Bran® Complete®, Wheat Flakes	4ct. / 43oz.
18627-47192	Kashi GO® Cinnamon Crunch	4ct. / 50oz.
KELLOGG'S® INDIVIDUAL CEREAL BOXES		
38000-21928	Kellogg's® Corn Flakes®	70ct. / 0.81oz.
38000-21946	Kellogg's® Corn Pops®	70ct. / 0.95oz.
38000-21973	Kellogg's® Froot Loops®	70ct. / 0.95oz.
38000-21962	Kellogg's® Frosted Flakes®	70ct. / 1.2oz.
38000-21992	Kellogg's® Frosted Mini-Wheats® Bite Size	70ct. / 1.31oz.
38000-22013	Kellogg's® Granola with Raisins	70ct. / 2.22oz.
38000-21942	Kellogg's® Raisin Bran®	70ct. / 1.52oz.
38000-21933	Kellogg's® Rice Krispies®	70ct. / 0.88oz.
38000-21968	Kellogg's® Special K®	70ct. / 0.81oz.
38000-22055	Kellogg's® Cereal Assortment Pack - Family: Kellogg's® Corn Flakes® (10), Kellogg's® Froot Loops® (10), Kellogg's® Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size, Original (12), Kellogg's® Raisin Bran® (6), Rice Krispies® (6), Kellogg's® Apple Jacks® (6), Kellogg's® Special K® Breakfast Cereal, Original (6)	72ct. / 1oz.
38000-05239	Kellogg's® Fun Pak®: Kellogg's® Frosted Flakes® (2), Kellogg's® Apple Jacks® (2), Kellogg's® Froot Loops® (2), Kellogg's® Cocoa Krispies® (1), Kellogg's® Corn Pops® (1)	12ct. / 1oz.
38000-17808	Kellogg's® Variety Pack: Kellogg's® Frosted Flakes® (2), Kellogg's® Frosted Mini-Wheats® (2), Kellogg's® Corn Flakes® (2), Kellogg's® Rice Krispies® (2), Kellogg's® Special K® Breakfast Cereal, Original (1)	12ct. / 1oz.



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