

WK Kellogg Co

Cereal IN A CUP

Give consumers the cereals they want and the convenience their lifestyles demand. *Kellogg's*® Cereal-in-a-Cup delivers satisfying, adult-sized portions in portable, no-spill packages your customers can enjoy. Just add milk and go!



Increase shopper loyalty and breakfast sales by making the brands they love quick and easy to enjoy.



Improve returns with the higher price point of these larger-portioned, high-value brands. And, *Kellogg's*® Cereal-in-a-Cup drives bundle purchases of milk, juice, fruit and coffee.



Our optimized assortments enable you to offer varieties that cater to your customers' unique tastes without overstocking one flavor.

Meet the growing need for fast, on-the-go convenience at breakfast - and throughout the day

LOOSE CASES



Kellogg's® Froot Loops®
60ct./1.5oz.
38000-06353



Kellogg's® Frosted Flakes®
60ct./2.1oz.
38000-06357



Kellogg's® Frosted Mini-Wheats® 60ct./2.1oz.
38000-27095

2oz. Eq. Grain K-12 SKU



Kellogg's® Classic Cereal Assortment Pack
60ct./Assorted
38000-12609



Kellogg's® Favorite Cereal Assortment Pack
60ct./Assorted
38000-12611



Kellogg's® Wellness Cereal Assortment Pack
60ct./Assorted
38000-18315



NEW! Kashi GO® Variety Pack
30ct./Assorted
18627-11727

TRAYS



Kellogg's® Froot Loops®
60ct./1.5oz.
38000-12465



Kellogg's® Cocoa Krispies®
60ct./2.3oz.
38000-31966



Kellogg's® Frosted Mini-Wheats® 60ct./2.5oz.
38000-42798



Kellogg's® Froot Loops®
60ct./2.1oz.
38000-12468



Kellogg's® Raisin Bran Crunch®
60ct./2.8oz.
38000-12474



Kellogg's® Apple Jacks®
60ct./1.5oz.
38000-12469



Kellogg's® Corn Pops®
60ct./1.5oz.
38000-12467

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Product Description	Case Code	Case Count/ Unit Size	Gross Case Wt. (lbs)	
LOOSE CASES				
Kellogg's® Froot Loops®	38000-06353	60ct./1.5oz.	10.00 lbs.	
Kellogg's Frosted Flakes®	38000-06357	60ct./2.1oz.	12.50 lbs.	
Kellogg's® Frosted Mini-Wheats® 2oz. Eq. Grain K-12 SKU	38000-27095	60ct./2.1oz.	10.945 lbs.	
Kellogg's® Cereal Assortment Pack - Classic: Kellogg's Frosted Flakes® (16), Special K® Original (12), Kellogg's® Frosted Mini-Wheats® (12), Kellogg's® Raisin Bran Crunch® (8), Kellogg's® Rice Krispies® (6), Kellogg's Corn Flakes® (6)	38000-12609	Assorted	10.467 lbs.	
Kellogg's® Cereal Assortment Pack - Favorite: Kellogg's Frosted Flakes® (20), Kellogg's® Froot Loops® (12), Kellogg's® Raisin Bran Crunch® (8), Special K® Red Berries (8), Kellogg's® Cocoa Krispies® (6), Kellogg's® Corn Pops® (6)	38000-12611	Assorted	11.980 lbs.	
Kellogg's® Cereal Assortment Pack - Wellness: Special K® Red Berries (18), Kellogg's Raisin Bran® (16), Kellogg's® Frosted Mini-Wheats® (14), Kellogg's® Granola with Raisins (12)	38000-18315	Assorted	11.937 lbs.	
NEW! Kashi GO® Variety Pack: Kashi GO® Honey Almond Flax (10), Kashi GO® Mixed Berry Crunch (10), Kashi GO® Chocolate Crunch (10) FIRST SHIP APRIL 2026	18627-11727	30ct./2.1oz.	5.84 lbs.	
TRAYS				
Kellogg's® Froot Loops®	38000-12465	60ct./1.5oz.	10.700 lbs.	
Kellogg's® Cocoa Krispies®	38000-31966	60ct./2.3oz.	13.500 lbs.	
Kellogg's® Frosted Mini-Wheats®	38000-42798	60ct./2.5oz.	14.338 lbs.	
Kellogg's Frosted Flakes®	38000-12468	60ct./2.1oz.	13.030 lbs.	
Kellogg's® Raisin Bran Crunch®	38000-12474	60ct./2.8oz.	17.500 lbs.	
Kellogg's® Apple Jacks®	38000-12469	60ct./1.5oz.	10.700 lbs.	
Kellogg's® Corn Pops®	38000-12467	60ct./1.5oz.	10.00 lbs.	

For more information and nutritional information,
visit WKKelloggAwayFromHome.com

