

WK Kellogg Co

ON-THE-GO Solutions FOR

LOBBY Markets

Capture more sales in your lobby market or suite shop with top selling Kellogg's® cereal and granola products that meet guest demand all day long.



WHY *Cereal* IS A SMART
REVENUE PLAY

Higher check sizes, in a channel that continues to grow!

CHECKS ARE
**147%
LARGER**



when cereal is purchased, due to additional item purchases like milk, fruit, nuts, and yogurt¹

CEREAL IS THE
#1 BREAKFAST CHOICE



FOR KIDS²
& ADULTS³



Cereal GOES BEYOND **BREAKFAST**



OVER **39%** OF CONSUMERS
**EAT CEREAL OUTSIDE OF
BREAKFAST OCCASIONS⁴**

25% OF CEREAL EATERS
CONSUME IT AS A
NIGHTTIME SNACK⁵

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

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1. Nielsen Panel Data; Mintel Approach to Breakfast 2022. 2. Circana NPD 2023. 3. Mintel Consumer Approach to Breakfast – US – 2025
4. Mintel, March 2025. 5. Mintel Hot & Cold Cereal US 2025. © 2026 WK Kellogg Co

WHAT DRIVES GUEST Choices

60% OF SNACKERS TRY TO CHOOSE **HEALTHIER SNACKS**²

62% OF CONSUMERS ARE SEEKING TO **INCREASE FIBER** IN THEIR DIET³



94% OF CEREAL CUP BUYERS **ALSO PURCHASE MILK**¹



Case Code	Product Description	Case	Format
38000-12611	Kellogg's® Cereal Assortment Pack - Favorite: Kellogg's Frosted Flakes® (20), Kellogg's Froot Loops® (12), Kellogg's Raisin Bran Crunch® (8), Kellogg's Special K® Red Berries (8), Kellogg's Cocoa Krispies® (6), Kellogg's Corn Pops® (6)	60ct./Assorted	Cup
38000-18315	Kellogg's® Cereal Assortment Pack - Wellness: Kellogg's Special K® Red Berries (18), Kellogg's Raisin Bran® (16), Kellogg's Frosted Mini-Wheats® Bite Size (14), Kellogg's Granola with Raisins (12)	60ct./Assorted	Cup
18627-11727	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	30ct./Assorted	Cup
18627-11708	Kashi GO® Maple Waffle Bites	100ct./1oz.	Pouch
884623-10612	Bear Naked® Granola, Vanilla Almond Crisp	36ct./3.7oz.	Pouch
884623-10615	Bear Naked® Granola, Fruit & Nut Medley	36ct./3.7oz.	Pouch
18627-11618	Kashi® Strawberry Banana Loops®	100ct./1oz.	Pouch

LET'S BUILD YOUR
LOBBY Market
TOGETHER!

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1. Circana Cross Purchase Index L52wk thru 7/13/25, Total US All Outlets & HH. 2. Mintel Snacking Motivations and Attitudes, US 2025. 3. U.S. DHHS & USDA. (2020). Dietary Guidelines for Americans, 2020–2025 (9th ed.). © 2026 WK Kellogg Co