



START STRONG

Breakfast with *Kellogg's*



WE ALL KNOW THAT BREAKFAST IS ESSENTIAL.

Hectic days and early classes make it tough to jumpstart their day. That's why we've got the fast and flexible solutions you need to get nutritious, craveable breakfast options in your students hands.

THEIR STRUGGLE IS REAL

K-8

Over half of Gen Z-ers snack or skip breakfast.¹

HIGH SCHOOL

Almost half of students say they don't have time to eat at home.²

STRENGTHEN THEIR DAY



K-8 students will grab **FUN BREAKFAST FOODS** from brands they recognize.²



High school students choose portable foods and brands that **WON'T SLOW THEM DOWN.**³



1 Mintel, Restaurant Breakfast & Brunch Trends, 2019
2 Technomic, K-12 Report, 2020
3 Mintel, Frozen Breakfast Foods, 2019

START WITH THE BRANDS THEY CRAVE

Kellogg's



Kellogg's
Eggo

- Flexible heat & serve or thaw & serve packaging
- Eggo outsells the competition 14 to 1 at retail¹



Kellogg's

- Serve with milk or as a fast snack
- Cereal is #1 at breakfast²



MorningStar
FARMS

- Simple to prepare & easy to serve
- Meet growing demand with the #1 brand of plant-based protein³

NOW SERVE WITH CONFIDENCE



GRAB & GO
OPTIONS CAN LIFT
PARTICIPATION
TO **50%**⁴

28 flexible Kellogg's® products help you serve it up.



BREAKFAST
IN THE CLASSROOM
HAS SEEN PARTICIPATION
JUMP TO **80%**⁴

Breakfast reimbursement adds up to \$2.20 per meal.

Fuel your imagination with new ideas, recipes, and solutions for:



TRAY LINE &
A LA CARTE



SECOND CHANCE
BREAKFAST AND
GRAB & GO



CLASSROOM

VISIT KelloggsAwayFromHome.com

1 14:1 at retail, Nielsen ADD Total US Food, Latest 52 Weeks W/E 8/31/19
2 The NPD Group/National Eating Trends®, Year ending February 2019
3 NPD Supply Track, February 2019
4 CNOP (Child Nutrition Outreach Program)



**TOGETHER, WE CAN HELP STUDENTS
START STRONG WITH BREAKFAST**



PRODUCT	CASE CODE	PACK TYPE	CASE COUNT	UNIT SIZE (OZ.)	GROSS CASE WGT (LBS.)
Eggo®					
Eggo Bites® Mini Pancakes Confetti (2 oz. Equiv. of Grain)	38000-18574	pouch	72	3.03 oz.	16.74
Eggo Bites® Mini Pancakes Maple Flavored (2 oz. Equiv. of Grain)	38000-92562	pouch	72	3.03 oz.	16.74
Eggo Bites® Mini Pancakes Blueberry (2 oz. Equiv. of Grain)	38000-92560	pouch	72	3.03 oz.	16.74
Eggo Bites® Mini Pancakes Apple Flavored (2 oz. Equiv. of Grain)	38000-23210	pouch	72	3.03 oz.	16.74
Eggo Bites® Mini Waffles Maple Flavored (2 oz. Equiv. of Grain)	38000-92315	pouch	72	2.64 oz.	13.61
Eggo Bites® Mini Waffles Cinnamon (2 oz. Equiv. of Grain)	38000-92313	pouch	72	2.64 oz.	14.98
Eggo Bites® Mini French Toast Original (2 oz. Equiv. of Grain)	38000-80693	pouch	72	3.03 oz.	16.74
Eggo Bites® Mini French Toast Chocolate Chip (2 oz. Equiv. of Grain)	38000-80801	pouch	72	3.03 oz.	16.74
Kellogg's®					
Kellogg's® Apple Jacks® (1 oz. Equiv. of Grain)	38000-78787	bowl	96	1 oz.	9.39
Kellogg's® Froot Loops® (1 oz. Equiv. of Grain)	38000-78788	bowl	96	1 oz.	9.39
Kellogg's® Frosted Flakes® Multi-Grain (1 oz. Equiv. of Grain)	38000-54998	bowl	96	1 oz.	10.00
Kellogg's® Cinnamon Flakes Multi-Grain Cereal (1 oz. Equiv. of Grain)	38000-78786	bowl	96	1 oz.	9.18
Kellogg's® Frosted Mini-Wheats® Bite Size (1 oz. Equiv. of Grain)	38000-04996	bowl	96	1 oz.	10.00
Kellogg's® Rice Krispies® Whole Grain (1 oz. Equiv. of Grain)	38000-78789	bowl	96	1 oz.	10.74
Kellogg's® Raisin Bran® (1.25 oz. Equiv. of Grain)	38000-00896	bowl	96	1.25 oz.	11.50
Kellogg's® Froot Loops® Cereal Pouch (1 oz. Equiv. of Grain)	38000-11467	pouch	96	1 oz.	8.24
Kellogg's® Apple Jacks® Cereal Pouch (1 oz. Equiv. of Grain)	38000-11469	pouch	96	1 oz.	8.24
Kellogg's® Frosted Flakes® Multi-Grain Cereal Pouch (1 oz. Equiv. of Grain)	38000-11465	pouch	96	1 oz.	8.24
Kellogg's® Low Fat Granola Crunchy Clusters Cereal Pouch (2 oz. Equiv. of Grain)	38000-11458	pouch	48	2 oz.	7.19
Kellogg's® Jump Starts™ Express: Kellogg's® Frosted Flakes® Multi-Grain, Honey Grahams, Apple Juice (Kit qualifies as 2 oz. Equiv. of Grain & 1/2 cup Fruit)	38000-51091	kit	44	5.97 oz.	21.40
Kellogg's® Jump Starts™ Express: Froot Loops®, Honey Grahams, Apple Juice (Kit qualifies as 2 oz. Equiv. of Grain & 1/2 cup Fruit)	38000-78792	kit	44	5.97 oz.	22.88
Kellogg's® Jump Starts™ Express: Apple Jacks®, Honey Grahams 3 ct., Apple Juice (Kit qualifies as 2 oz. Equiv. of Grain & 1/2 cup Fruit)	38000-78791	kit	44	5.97 oz.	22.88
Kellogg's® Jump Starts™ Express: Kellogg's® Crunchmania Cinnamon Bun, Apple Juice (Kit qualifies as 2 oz. Equiv. of Grain & 1/2 cup Fruit)	38000-19201	kit	44	5.99 oz.	21.05
Kellogg's® Jump Starts™ Express: Nutri-Grain® Strawberry Bar, Elf Original Graham, Apple Juice (Kit qualifies as 2 oz. Equiv. of Grain & 1/2 cup Fruit)	38000-18589	kit	44	6.78 oz.	23.11
Kellogg's® Jump Starts™ Express: Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Original Grahams, Apple Juice (Kit qualifies as 2.25 oz. Equiv. of Grain & 1/2 cup Fruit)	38000-23115	kit	44	6.69 oz.	22.69
MorningStar Farms®					
MorningStar Farms® Breakfast Sausage Patties - CN Label provides 1 oz. Meat Alternative	28989-97152	bulk	112	1.34 oz.	9.90
MorningStar Farms® Sausage Style Crumbles - CN label provides 1 oz. Meat Alternative (1/2 cup)	28989-10230	bag	2	80 oz.	10.95

FIND OUT MORE, CONTACT YOUR SALES REPRESENTATIVE TODAY