Kellogg's

SNACK POWER

The snacks kids look for to power through their day, stay active and have fun



NOW TRENDING: FOOD!

Food is all the rage among **Gen Z** — in fact, **69% of students call themselves "foodies[1]"**
They're more obsessed with food than sports or music;[2]
and are **spending 20% more on food** than Millennials did at their age[3]

SNACKS ARE WHERE IT'S AT

- Students snack 4 times a day on average[4]
- 23% of Gen Z prefer snacks to traditional meals[5]
- If it's not "to go," it's not a snack[6]
- Functional benefits found in products made for K-12 are key[6]

GIVE THEM THE SNACK POWER THEY CRAVE

A LA CARTE OFFERS:

CONTROL
What they want

CHOICE
A variety to choose from

CONVENIENCE
Pre-packaged, portable and ready-to-go

FUNCTIONAL BENEFITS
Formulated to have more of the good stuff

SNACK POWER YOUR BUSINESS

With paid meal participation down[7], a la carte is an easy way to boost profits











BENEFITS OF A LA CARTE

- Pre-packaged snacks require minimal labor
- Profit driver
- Help offset declining sales in other parts of your business

ALL THE BRANDS THEY KNOW, LOVE AND TRUST



Cheez-It® has 99% brand awareness[8]

Pop-Tarts® ranked 16 on Gen Z's favorite brands list – beating Goldfish (20) and Chips Ahoy (26)[9]





Rice Krispies Treats®
Made with Whole Grain
is the #1 selling treat bar in schools[10]

BUILD BUZZ WITH SNACK POWER

Drive demand with point-of-purchase materials and marketing support

ITEM	ITEM DESCRIPTION	CASE	DISTRIBUTOR
38000-11052	Kellogg's® Rice Krispies Treats® made with Whole Grain	80ct./1.41oz.	
38000-14567	Kellogg's® Rice Krispies Treats® made with Whole Grain Chocolatey Chip	80ct./1.59oz.	
38000-59772	Kellogg's® Nutri Grain™ Cereal Bar Strawberry	96ct./1.55oz.	
38000-55130	Pop-Tart® Toaster Pastry made with Whole Grain Strawberry, 1ct.	120ct./1.76oz.	
38000-55122	Pop-Tart® Toaster Pastry made with Whole Grain Frosted Cinnamon, 1ct.	120ct./1.76oz.	
24100-79263	Cheez-It® made with Whole Grain Crackers (9g)	175ct./0.75oz.	
30100-50689	Keebler® Scooby Doo!™ Bones Cinnamon Graham Sticks	210ct./1oz.	
30100-55644	Keebler® Bug Bites® Cinnamon Grahams	210ct./1oz.	

For more information on our products, visit www.KelloggsSpecialtyChannels.com

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[1]QSR Magazine Millennials & Gen Z Are Not Created Equal, Nov. 2017;[2]Symrise In-Sight Millennial Food Expert Eve Turow Paul Explores the Truth Behind Obsessions, Trends and Flavors, Aug. 2017; [3]Piper Jaffray, 2016; [4]Grocery Dive, 2018; [5]Technomic College & University Consumer Trend Report, 2018; [6]NPD The Future of Snacking, 2019; [7]Technomic K12 FS Segment, 2016; [8]Nielsen AMPS Convenience Summary, Sept. 2017; [9]Business Insider Top 100 Gen Z Brands, 2018; [10]NPD Supply Track, 12 Months Ending Aug. 2018