

# CEREALS THEY LOVE – *made easy to serve!*

**Cinnamon  
Toast  
Crunch**



Honey Nut  
**Cheerios**

**Lucky  
Charms**



**Cheerios**

**Cocoa  
Puffs**

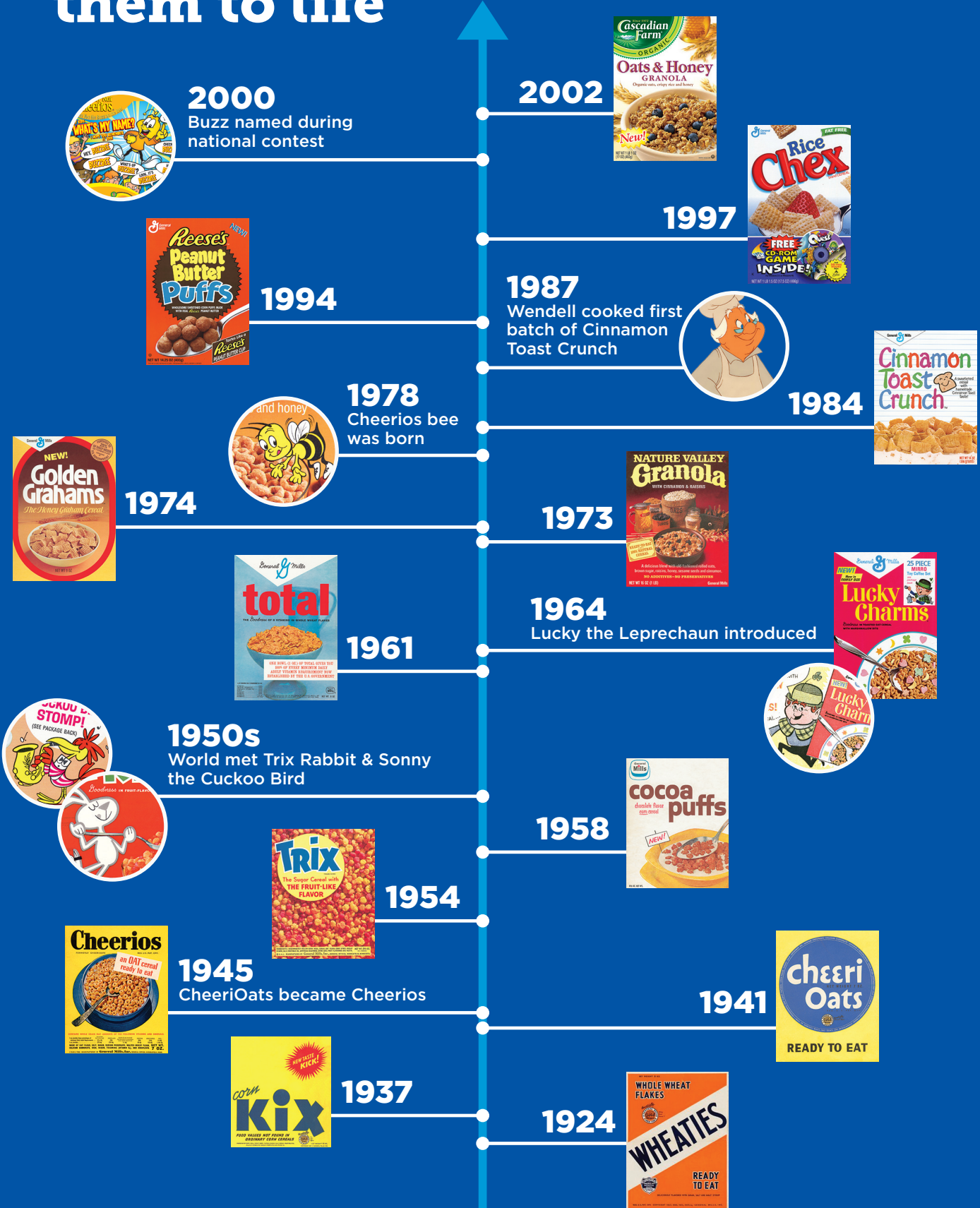


**NATURE VALLEY**



**BREAKFAST:**  
*Let's make it fresh!*

# A history of the brands you love — and the characters that bring them to life





# BIG G Stands for Goodness

Big G became the theme for General Mills cereals in 1959, and we never looked back. Wellness is one of the top 3 reasons consumers choose cereal so we focused on adding good to our cereals, like golden whole grains and calcium.\*

## Did you know?

Cheerios was the first leading cold cereal to be clinically proven to lower cholesterol



**1970s** Voluntary nutrition labeling provided on all products

**1980s** Folic acid added and promoted in our cereals

**1990s** Calcium and Vitamin D fortified in kid cereals

**1996** Food allergen labeling provided on all products

**2004** Launched reduced sugar varieties for our K-12 students

**2005** 8g of whole grain added to all cereals per serving

**2008** Rice Chex became **gluten-free!**

**2011** Less than 10g of sugar per serving implemented for all kid cereals

**2015** All Cheerios become **gluten-free!**

**2015** Began removing artificial flavors and colors from artificial sources from the rest of our cereals

# Cheerios

Nearly 1 in 2 U.S. households buys Cheerios.<sup>1</sup>

# Lucky Charms

Lucky Charms is the #4 Cereal in retail.<sup>2</sup>

# Cinnamon Toast Crunch

Cinnamon Toast Crunch is the #2 brand in retail.<sup>3</sup>

# NATURE VALLEY

Nature Valley Oats & Honey Granola is the #1 Granola in foodservice.<sup>4</sup>

## The Power of Big G Brands.

Loved for all they bring to the table, these brands get a thumbs-up from consumers.

# Trix

Trix grew 30% over the past year, making it one of our fastest growing brands.<sup>5</sup>

# Cocoa Puffs

Cocoa Puffs is the #1 cereal in Chocolate Cereal Category.<sup>6</sup>

# {Total}

Total delivers 100% daily value of 10 vitamins and minerals per serving.<sup>7</sup>

# Rice Chex

Rice Chex Cereal was the first mainstream gluten-free cereal.<sup>8</sup>

# Reese's Puffs

SWEET & CRUNCHY CORN PUFFS

Reese's Puffs is the #1 cereal in Chocolate Peanut Butter Cereal Category.<sup>9</sup>



Cascadian Farm is the top organic granola in foodservice.<sup>10</sup>



# Let's talk numbers.

When it comes to offering cereal, the numbers speak for themselves.

# 1

Cereal is the #1 food eaten at breakfast<sup>11</sup>

# 1

Taste is the #1 attribute for operators choosing cereal<sup>14</sup>

# 3

General Mills has the top 3 brands in foodservice<sup>15</sup>

# 3

Cereal is growing 3% in foodservice driven by General Mills which is growing 4%<sup>13</sup>

1. CH: Nielsen Panel, Total US XAOC, RTE Cereal, W/E 5/26/18  
 2. LC: Nielsen xAOC Total Dollars Dec 2017-November 2018 (w/e 11/24/18)  
 3. CTC: Nielsen Total XAOC Product Brand \$ Share, June – Nov 2018  
 4. NV: The NPD Group/SupplyTrack®, Total Cereal by Channel in in Total Foodservice, 12 months ending Dec. 2019, in Millions of Dollar  
 5. T: Nielsen, Dol Vol, L52 Weeks end 1/25/2020

6. CP: Nielsen Total \$ Vol, XAOC, year ending May 2018  
 7. TL: GMI C&F Website  
 8. RC: <https://www.chex.com/products/rice-chex/>  
 9. RP: Nielsen Total \$ Vol, XAOC, 52 weeks ending 9/21/19  
 10. NV: The NPD Group/SupplyTrack®, Total Cereal by Channel in in Total Foodservice, 12 months ending Dec. 2019, in Millions of Dollar3  
 11. & 12. The NPD Group/National Eating Trends, YE Feb 2018 vs. 2015

13. The NPD Group/SupplyTrack®, Total Cereal by Channel in in Total Foodservice, 12 months ending Dec. 2019, in Millions of Dollars  
 14. Product Evaluations Survey, August 2017  
 15. The NPD Group/SupplyTrack®, Total Cereal by Brand in Total Foodservice, 12 months ending Jun. 2019, in Millions of Dollars. Does not include volume from Variety Packs



# Cup Cereal

Drive more profit with the right cup cereal set in your retail locations.

Brand recognition and flavor variety is crucial for cup cereal. That's why we're offering up consumers' favorite brands with even more options to meet your customers' needs.

**new!**

## Gluten Free Assorted Pack

Ease your consumers' minds with a first of its kind gluten-free pack to meet this growing health trend.

- Lucky Charms
- Honey Nut Cheerios
- Cheerios
- Multigrain Cheerios
- Cinnamon Chex
- Rice Chex

## Did you know?

Gluten Free was the top growing healthy trend on menus in 2019.<sup>16</sup>

1/3 of Americans are trying to avoid gluten.<sup>17</sup>

16. Technomic Healthy Claims Menu Trends 2019  
17. Nielsen strategic planner total US YAOG for all items labeled gluten-free across entire store

**improved**

## Goodness Assorted Pack

EAT WITH PURPOSE

Give your consumers what they want — and need — for a healthy lifestyle. Great for Hospitals!

**improved**

## Family Assorted Pack

PLEASE THOSE PICKY EATERS

with the top turning and most loved brands for all ages! This variety pack is sure to please all. Especially great for Lodging and C&U!

**improved**

## Adult Assorted Pack

FUEL UP

Perfect offering to satisfy cravings and help fuel your day.

**new!**

# CUP CEREAL MERCHANDISING SOLUTIONS



# Bulk Cereal

Let them come back for seconds.

Great option in your cafeteria and breakfast buffet for a popular, low-cost meal. When it comes to serving cereal, pick quality AND quantity. Bulk packaging reduces food waste, saves on labor, and offers hungry consumers the customization and variety they crave all day long.



# Bulk Granola

Capitalize on growing demand for granola.

Granola serves as both a filling breakfast option and a versatile ingredient for parfaits, smoothie bowls, and snack mixes. General Mills offers the widest flavor variety in foodservice so consumers can be as creative and playful as they dare.



Cascadian Farms is perfect for C&U students. Meet the top organic granola in Foodservice!<sup>18</sup>

18. NPD Supply Track, L12M ending Jan 2020 Menu Trends 2019



OATS & HONEY GRANOLA



OATS & DARK CHOCOLATE GRANOLA



OATS & FRUIT GRANOLA

# Served exactly how they want it.

## bowlpak



- Convenient portion control with ready-to-eat bowls
- Ideal for hospital patients with familiar, comforting brands
- Great for K-12 schools, meets USDA Child Nutrition Programs' 1 ounce equivalent grain requirements

## singlepak



- Tasty and convenient single-serve portions
- Can be served both with milk and unaccompanied
- Perfect match for lodging and healthcare settings

## pouch



- Meets consumers' demand for on-the-go snacking
- No milk, no spoon, no mess
- Convenient pouches perfect for K12 and C&U

## familypak



- Recognizable branded packaging
- Perfect for Family Dining and Retirement Living
- Convenient for smaller operations



# Make the simple choice. Order today!



PRODUCT	UPC CODE	CASE COUNT	OZ. EQ. GRAIN	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>BOWLPACK</b>							
Apple Cinnamon Cheerios™	1100-16000-31879-0	96/1 oz	1 oz	U	GF	X	9g
Cheerios™- Large Bowl	100-16000-32262-9	96/1 oz	1 oz	U	GF	X	1g
Cheerios™- Small Bowl	100-16000-11941-0	96/0.69 oz	0.5 oz	U	GF	X	< 1g
Cinnamon Chex™	100-16000-38387-3	96/1 oz	1 oz	U	GF	X	6g
Cinnamon Toast Crunch™	100-16000-11815-4	96/1 oz	1 oz	U <sup>D</sup>		X	9g
Cinnamon Toast Crunch™- 25% Less Sugar	100-16000-29444-5	96/1 oz	1 oz	U <sup>D</sup>		X	6g
Cocoa Puffs™ - 25% Less Sugar	100-16000-31888-2	96/1.063oz	1 oz	U		X	8g
Corn Chex™	100-16000-33213-0	96/1 oz	1 oz	U	GF	X	3g
Country Corn Flakes™	100-16000-11968-7	96/0.69 oz	0.5 oz	U		X	2g
Frosted Corn Flakes™	100-16000-11768-3	96/1 oz	1 oz	U		X	8g
Fruity Cheerios™	100-16000-31916-2	96/1.12 oz	1 oz	U	GF	X	9g
Golden Grahams™	100-16000-11943-4	96/1 oz	1 oz	U <sup>D</sup>		X	8g
Honey Nut Cheerios™	100-16000-11918-2	96/1 oz	1 oz	U	GF	X	9g
Honey Nut Chex™	100-16000-11866-6	96/1.125 oz	1 oz	U	GF	X	9g
Kix™	100-16000-11942-7	96/0.62 oz	0.5 oz	U		X	2g
Lucky Charms™	100-16000-31917-9	96/1 oz	1 oz	U	GF		10g
Multigrain Cheerios™	100-16000-32263-6	96/1 oz	1 oz	U	GF	X	6g
Reese's Puffs™	100-16000-31919-3	96/1 oz	1 oz	U		X	9g
Rice Chex™- Large Bowl	100-16000-31921-6	96/1 oz	1 oz	U	GF	X	2g
Rice Chex™ - Small Bowl	100-16000-47595-0	96/0.68 oz	0.5 oz	U	GF	X	2g
Total™ Raisin Bran	100-16000-12392-9	96/1.19 oz	1 oz	U <sup>D</sup>		X	12g
Trix™ - 25% Less Sugar	100-16000-31922-3	96/1 oz	1 oz	U		X	7g
*Bowlpak Wholesome Assorted	100-16000-04580-6	96/variou				X	

**\*Bowlpak Wholesome Assorted**  
 30 Honey Nut Cheerios™  
 20 Total™ Raisin Bran  
 18 Cinnamon Toast Crunch™ 25% Less Sugar  
 16 Rice Chex™  
 12 Cheerios™



PRODUCT	UPC CODE	CASE COUNT	OZ. EQ. GRAIN	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>K12 2 OZ EQ GRAIN</b>							
Honey Nut Cheerios™ K-12 2oz Eq Grain	100-16000-14882-3	60/2 oz	2 oz	U	GF	X	19g
Cinnamon Chex™ K-12 2oz Eq Grain	100-16000-14883-0	60/2 oz	2 oz	U	GF	X	12g
Lucky Charms™ K-12 2oz Eq Grain	100-16000-14884-7	60/2 oz	2 oz	U <sup>D</sup>	GF		20g
Cocoa Puffs™ 25% Less Sugar K-12 2oz Eq Grain	100-16000-14885-4	60/2 oz	2 oz	U		X	15g
Cinnamon Toast Crunch™ 25% Less Sugar K-12 2oz Eq Grain	100-16000-14886-1	60/2 oz	2 oz	U <sup>D</sup>		X	11g
Cinnamon Toast Crunch™ K-12 2oz Eq Grain	100-16000-28932-1	60/2.03 oz	2 oz	U <sup>D</sup>		X	17g



PRODUCT	UPC CODE	CASE COUNT	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>BULKPAK</b>						
Cheerios™	100-16000-11977-9	4/29 oz	U	GF	X	1g
Chocolate Chex™	100-16000-38391-0	4/49 oz	U	GF	X	11g
Cinnamon Toast Crunch™	100-16000-11813-0	4/45 oz	U <sup>P</sup>		X	12g
Cocoa Puffs™	100-16000-11999-1	4/35 oz	U		X	12g
Cookie Crisp™	100-16000-18791-4	4/35 oz	U		X	12g
Corn Chex™	100-16000-13326-3	4/33 oz	U	GF	X	4g
Country Corn Flakes™	100-16000-11976-2	4/32 oz	U		X	3g
Golden Grahams™	100-16000-11989-2	4/43.5 oz	U <sup>P</sup>		X	12g
Honey Nut Cheerios™	100-16000-11988-5	4/39 oz	U	GF	X	9g
Kix™	100-16000-11965-6	4/25 oz	U		X	4g
Lucky Charms™	100-16000-11998-4	4/35 oz	U	GF		10g
Reese's Puffs™	100-16000-13255-6	4/35 oz	U		X	12g
Rice Chex™	100-16000-13325-6	4/33 oz	U	GF	X	3g
Total™ Raisin Bran	100-16000-11663-1	4/56 oz	U <sup>P</sup>		X	19g
Trix™	100-16000-11963-2	4/32 oz	U			12g



PRODUCT	UPC CODE	CASE COUNT	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>GRANOLA BULKPAK</b>						
Nature Valley™ Granola – Oats & Honey	100-16000-27111-8	4/50 oz	U		X	15g
Nature Valley™ Oats & Fruit	100-16000-11987-8	4/50 oz	U		X	16g
Nature Valley™ Oats & Dark Chocolate	100-16000-15498-5	4/50 oz	U		X	8g
Nature Valley™ Parfait Granola	100-16000-37854-1	4/50 oz	U		X	21g
<b>ORGANIC</b> Cascadian Farm™ Oats & Honey Granola	100-21908-12772-6	4/44 oz	U		X	14g



PRODUCT	UPC CODE	CASE COUNT	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>CUP</b>						
<b>Tray Pack</b>						
Cheerios™ Cereal in a Cup 6 ct	100-16000-13896-4	60/1.3 oz	U	GF	X	2g
Cinnamon Toast Crunch™ Cereal in a Cup 6 ct	100-16000-13897-1	60/2 oz	U <sup>P</sup>		X	17g
Honey Nut Cheerios™ Cereal in a Cup 6 ct Carton	100-16000-13898-8	60/1.8 oz	U	GF	X	17g
Lucky Charms™ Cereal in a Cup 6 ct Carton	100-16000-13899-5	60/1.7 oz	U	GF		17g
<b>Foodservice Assorted Packs</b>						
*Assorted Adult Pack Cup Cereal	100-16000-31079-4	60/variou				
*Assorted Family Pack Cup Cereal	100-16000-14151-0	60/variou				
*Assorted Goodness Pack Cup Cereal	100-16000-31154-8	60/variou				
*Assorted Gluten Free Pack Cereal	000-16000-16663-9	60/variou		GF		

**\*Assorted Adult Pack Cup Cereal**

- 12 Honey Nut Cheerios™
- 12 Cinnamon Toast Crunch™
- 10 Cheerios™
- 8 Lucky Charms™
- 6 Rice Chex™
- 6 Multigrain Cheerios™
- 6 Total™ Whole Grain

**\*Assorted Family Pack Cup Cereal**

- 14 Cinnamon Toast Crunch™
- 10 Lucky Charms™
- 10 Honey Nut Cheerios™
- 8 Cheerios™
- 6 Cocoa Puffs™
- 6 Trix™
- 6 Rice Chex™

**\*Assorted Goodness Pack Cup Cereal**

- 14 Honey Nut Cheerios™
- 12 Cheerios™
- 8 Nature Valley™ Oats & Fruit
- 8 Rice Chex™
- 6 Cinnamon Chex™
- 6 Total™ Whole Grain
- 6 Multigrain Cheerios™

**\*Assorted Gluten Free Pack Cup Cereal**

- 16 Honey Nut Cheerios™
- 12 Cheerios™
- 12 Lucky Charms™
- 8 Rice Chex™
- 6 Cinnamon Chex™
- 6 Multigrain Cheerios™



PRODUCT	UPC CODE	CASE COUNT	OZ. EQ. GRAIN	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>POUCH CEREAL</b>							
Cinnamon Toast Crunch™	100-16000-17733-5	96/1 oz	1 oz	U <sup>P</sup>		X	8g
Cinnamon Toast Crunch™- 25% Less Sugar	100-16000-14401-6	96/1 oz	1 oz			X	6g
Golden Grahams™	100-16000-41574-1	96/1 oz	1 oz	U		X	8g
Lucky Charms™	100-16000-14392-7	96/1 oz	1 oz		GF		10g



PRODUCT	UPC CODE	CASE COUNT	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>FAMILYPAK</b>						
Cheerios™ Mid-Size	100-16000-27526-0	12/8.9 oz	U	GF	X	1g
Cheerios™ Large Size	100-16000-48772-7	14/12 oz	U	GF	X	1g
Cheerios™ Family Size	100-16000-27528-4	10/18 oz	U	GF	X	1g
Chocolate Chex™ Mid-Size	100-16000-48793-9	12/12.8 oz	U	GF	X	11g
Cinnamon Chex™	100-16000-48789-2	12/12.8 oz	U	GF	X	6g
Cinnamon Toast Crunch™ Mid-Size	100-16000-12254-0	12/12.0 oz	U <sup>P</sup>		X	12g
Cocoa Puffs™ Mid-Size	100-16000-15128-1	12/10.4 oz	U		X	12g
Cookie Crisp™ Mid-Size	100-16000-15163-2	12/10.6 oz	U		X	12g
Corn Chex™ Mid-Size	100-16000-48796-0	12/12 oz	U	GF	X	4g
Fiber One™ Twin Pouch	100-16000-27505-5	12/16.2 oz	U		X	0g
Golden Grahams™ Mid-Size	100-16000-12025-6	12/11.7 oz	U <sup>P</sup>		X	12g
Honey Nut Cheerios™ Mid-Size	100-16000-12479-7	12/10.8oz	U	GF	X	9g
Honey Nut Cheerios™ Large Size	100-16000-12506-0	10/15.4 oz	U	GF	X	9g
Honey Nut Chex™ Mid-Size	100-16000-48792-2	12/12.5 oz	U	GF	X	12g
Kix™	100-16000-27525-3	12/8.7 oz	U		X	3g
Kix™ Mid-Size	100-16000-27567-3	14/12 oz	U		X	3g
Lucky Charms™ Mid-Size	100-16000-12399-8	12/10.5oz	U	GF		10g
Reese's Puffs™ Large Size	100-16000-12185-7	10/16.7 oz	U		X	12g
Rice Chex™ Mid-Size	100-16000-48794-6	10/12 oz	U	GF	X	3g
Total™ Whole Grain	100-16000-27522-2	12/10.6 oz	U <sup>P</sup>		X	5g
Total™ Whole Grain	100-16000-27563-5	14/16 oz	U <sup>P</sup>		X	5g
Trix™ Mid-Size	100-16000-27532-4	12/10.7 oz	U			12g
Wheaties™ Mid-Size	100-16000-27524-6	12/10.9 oz	U <sup>P</sup>		X	4g



PRODUCT	UPC CODE	CASE COUNT	OZ. EQ. GRAIN	KOSHER	GLUTEN FREE	NO/NO	GRAMS OF SUGAR/SVG
<b>SINGLEPAK</b>							
Cheerios™	100-16000-11945-8	70/0.625 oz	0.5 oz	U	GF	X	<1g
Cinnamon Toast Crunch™	100-16000-11653-2	70/1 oz	1 oz	U <sup>P</sup>		X	8g
Country Corn Flakes™	100-16000-11983-0	70/0.687 oz	0.5 oz	U		X	2g
Golden Grahams™	100-16000-11967-0	70/0.88 oz	0.75 oz	U <sup>P</sup>		X	7g
Honey Nut Cheerios™	100-16000-11960-1	70/0.81 oz	0.75 oz	U	GF	X	8g
Lucky Charms™	100-16000-11949-6	70/0.81 oz	0.75 oz	U	GF		9g
Total™ Raisin Bran	100-16000-11659-4	70/1.19 oz	1 oz	U <sup>P</sup>		X	12g
Total™ Whole Grain	100-16000-11956-4	70/0.875 oz	0.75oz	U <sup>P</sup>		X	4g
*Singlepak Family Assortment	100-16000-11994-6	70/various				X	
*Singlepak Favorites Assortment	100-16000-11673-0	70/various					

**\*Singlepak Family Assortment**

- 14 Cheerios™
- 14 Honey Nut Cheerios™
- 14 Total™ Whole Grain
- 7 Cinnamon Toast Crunch™
- 7 Lucky Charms™
- 14 Total™ Raisin Bran

**\*Singlepak Favorites Assortment**

- 14 Honey Nut Cheerios™
- 14 Lucky Charms™
- 14 Cinnamon Toast Crunch™
- 14 Golden Grahams™
- 14 Cheerios™



Visit [www.generalmillscf.com](http://www.generalmillscf.com)  
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