



**BACK TO BUSINESS:**  
*Let's get there together!*



**A safe return with single serve products and  
brands consumers love!**

# General Mills wants to get Back to Business together!

With an increased focus on safety and sanitation, serving single-serve products your consumers trust is more important than ever. With the guidance of our category management team, we can help you build a money making shelf set, complete with the products consumers are looking for, and stocked with brands they love.

## Cereal Category: General Mills has 3\* of the Top 5 cereal SKUs!

**6 Cup Assortment**

Healthcare	B&I
Goodness VP	Adult VP
Family VP	Goodness VP
Adult VP	Family VP



Improved Assortment		Goodness Variety Pack (31154)		Improved Assortment		Adult Variety Pack (31079)		Improved Assortment		Family Variety Pack (14151)		Gluten Free Variety Pack (16663) <b>NEW</b>	
Qty	Item Description	Qty	Item Description	Qty	Item Description	Qty	Item Description	Qty	Item Description	Qty	Item Description	Qty	Item Description
14	Honey Nut Cheerios™	12	Honey Nut Cheerios™	14	Cinnamon Toast Crunch™	16	Honey Nut Cheerios™	12	Cheerios™ (Yellow Box)	10	Lucky Charms™	12	Cheerios™ (Yellow Box)
12	Cheerios™ (Yellow Box)	12	Cinnamon Toast Crunch™	10	Lucky Charms™	12	Lucky Charms™	10	Honey Nut Cheerios™	8	Cheerios™ (Yellow Box)	12	Lucky Charms™
8	Rice Chex™	10	Cheerios™ (Yellow Box)	8	Cheerios™ (Yellow Box)	8	Rice Chex™	6	Rice Chex™	6	Rice Chex™	8	Rice Chex™
8	Nature Valley™ Granola Fruit	6	Lucky Charms™	6	Rice Chex™	6	Total™	6	Cocoa Puffs™	6	Cocoa Puffs™	6	Cinnamon Chex™
6	Cinnamon Chex™	6	Rice Chex™	6	Trix™	6	Multigrain Cheerios™	6	Multigrain Cheerios™	6	Multigrain Cheerios™	6	Multigrain Cheerios™

Source: The NPD Group/SupplyTrack®, Total Cereal by SKU in Non-Commercial Channels excluding K12 (1) Nielsen Strategic Planner

## Yogurt Category: Yoplait® dominates Traditional yogurt and has 3x Household Penetration as Dannon<sup>1</sup>

Yogurt style is the most important factor for consumers; ensure both Traditional & Greek style yogurts are represented.



**Hospital Retail - 8 Cup Set**

Core Formats 75%			Emerging 25%
Traditional 33%	Light 33%	Greek 33%	Emerging Segments* 100%



**B&I Retail - 8 Cup Set**

Core Formats 75%			Emerging 25%
Traditional 33%	Greek 66%		Emerging Segments* 100%



\*Emerging Segments for the Yogurt Category include Simply Better, Plant-Based and Snacking Forms.

<sup>1</sup>Source: Nielsen Homescan – Sourcerer HH Penetration, Retail, Cal Yr 2019

\*Source: The NPD Group/SupplyTrack®, Total Yogurt by SKU in Non-Commercial Channels excluding K12, 12 ME Dec 2019



# Bars Category: Nature Valley™ is the #1 selling bar in the World\*

Nature Valley is the share and household penetration leader in Grain



Nature Valley Bars  
**Core** Variety Pack  
(15554000)

Qty Sleeves	Item Description
2	NV Crunchy Oats & Honey
1	NV Sweet N Salty Peanut
1	NV Crunchy Peanut Butter



Nature Valley Bars  
**Premium** Variety Pack  
(15555000)

Qty Sleeves	Item Description
1	NV Almond Butter Biscuit
1	NV Wafer Choc PB
1	NV Wafer PB
1	NV Packed AB Blueberry



Nature Valley Bars  
**Variety** Pack  
(41504000)

Qty Sleeves	Item Description
2	NV Crunchy Oats & Honey
2	Fiber One Chewy Oats & Choc
1	NV Sweet N Salty Peanut
1	NV Trail Mix Fruit & Nut

Source: Nielsen Panel Data 33% Household Penetration; Nielsen XAOC Grain Category 12 ME, Bars \$ Segment % Nielsen Total Conv 26 WE 3.28.20 (leading channel for SS bars)

## Rebate Info | Let's get back to business together with rebates on trusted General Mills brands

- **Save \$10** per case on any General Mills cup cereal assorted packs. 5 case maximum.
- **Save \$8** per case on Nature Valley bars. \$400 maximum after rebate.
- **Save \$2** per case on Yoplait® single-serve cup yogurt. \$100 maximum after rebate.
- Visit <https://www.generalmills.com/resources/rebates> to take advantage of these money-saving rebates on your favorite packaged, single-serve General Mills products

Open to GPO and Independent operators in the C&U, Hospitals, Retirement Living, and Lodging or other channels. Offer valid for Foodservice operators only. Not available to operators buying product under bid or FMC contract pricing.



SKU	PRODUCT DESCRIPTION
<b>CUP CEREAL</b>	
100-16000-31154-8	General Mills Cup Cereal Assorted Goodness Pack
100-16000-31079-4	General Mills Cup Cereal Assorted Adult Pack
100-16000-14151-0	General Mills Cup Cereal Assorted Family Pack
100-16000-16663-9	General Mills Cup Cereal Assorted Gluten Free Pack
<b>CUP YOGURT</b>	
100-70470-00303-7	Yoplait® Original Cherry Orchard - 12/6oz
100-70470-00323-5	Yoplait® Original French Vanilla - 12/6oz
100-70470-00307-5	Yoplait® Original Harvest Peach - 12/6oz
100-70470-00306-8	Yoplait® Original Lemon Burst - 12/6oz
100-70470-00310-5	Yoplait® Original Mixed Berry - 12/6oz
100-70470-00302-0	Yoplait® Original Mountain Blueberry - 12/6oz
100-70470-00301-3	Yoplait® Original Red Raspberry - 12/6oz
100-70470-00300-6	Yoplait® Original Strawberry - 12/6oz
100-70470-00313-6	Yoplait® Original Strawberry Banana - 12/6oz
100-70470-14414-3	Yoplait Original Variety Pack - Strawberry/Mixed Berry/Blueberry - 18/6oz
100-70470-00652-6	Yoplait® Light Blueberry Patch - 12/6oz
100-70470-00655-7	Yoplait® Light Harvest Peach - 12/6oz
100-74070-00665-6	Yoplait® Light Key Lime Pie - 12/6oz
100-70470-00651-9	Yoplait® Light Red Raspberry - 12/6oz
100-70470-00650-2	Yoplait® Light Strawberry - 12/6oz
100-70470-00654-0	Yoplait® Light Strawberry Banana - 12/6oz
100-70470-00653-3	Yoplait® Light Very Cherry - 12/6oz
100-70470-00643-4	Yoplait® Light Very Vanilla - 12/6oz
100-70470-18822-2	Yoplait Light Variety Pack - Strawberry/Blueberry/Peach
100-70470-49646-4	Oui™ French Style Yogurt Strawberry - 8/5oz
100-70470-49647-1	Oui™ French Style Yogurt Vanilla - 8/5oz
100-70470-49654-9	Oui™ French Style Yogurt Black Cherry - 8/5oz
100-70470-49651-8	Oui™ French Style Yogurt Lemon - 8/5oz
100-70470-45916-2	Yoplait® Greek Blueberry - 12/5.3oz
100-70470-45915-5	Yoplait® Greek Strawberry Raspberry - 12/5.3oz
100-70470-45913-1	Yoplait® Greek Vanilla - 12/5.3oz
100-70470-43579-1	Yoplait® Greek 100 Protein Black Cherry - 12/5.3oz
100-70470-45578-2	Yoplait® Greek 100 Protein Blueberry - 12/5.3oz
100-70470-43331-5	Yoplait® Greek 100 Protein Mixed Berry - 12/5.3oz
100-70470-43333-9	Yoplait® Greek 100 Protein Peach - 12/5.3oz
100-70470-43332-2	Yoplait® Greek 100 Protein Strawberry - 12/5.3oz
100-70470-48605-2	Yoplait® Greek 100 Protein Strawberry Banana - 12/5.3oz
100-70470-43329-2	Yoplait® Greek 100 Protein Vanilla - 12/5.3oz
<b>BARS</b>	
000-16000-15554-1	Nature Valley™ Granola Bars Variety Pack Core - 3 Flavors
000-16000-15555-8	Nature Valley™ Premium Granola Bar Variety Pack - 4 flavors
000-16000-41504-1	Nature Valley™ Granola Bars Variety Pack - 4 Flavors
100-16000-33530-8	Nature Valley™ Crunchy Granola Bar Oats 'n Honey - 6/18 ct
100-16000-11582-5	Nature Valley™ Crunchy Granola Bar Oats 'n Honey (Single Bar) - 144ct
100-16000-42067-7	Nature Valley™ Chewy Granola Bar Sweet & Salty Peanut - 6/18 ct
100-16000-42068-4	Nature Valley™ Chewy Granola Bar Sweet & Salty Nut Almond - 6/18 ct
100-16000-31849-3	Nature Valley™ Protein Granola Bar Peanut Butter Dark Chocolate - 6/18 ct
100-16000-33550-6	Nature Valley™ Crunchy Granola Bar, Peanut Butter - 6/18 ct
100-16000-31261-3	Nature Valley™ Crunchy Granola Bar, Dark Chocolate - 6/18 ct
100-16000-15120-5	Nature Valley™ Chewy Trail Mix Bar, Fruit & Nut - 6/18 ct
100-16000-47879-1	Nature Valley™ Biscuit, Almond Butter - 6/18 ct
100-16000-47878-4	Nature Valley™ Biscuit, Peanut Butter - 6/18 ct

