

# MICRO-MARKETS: How To Use This Resource

- Due to the impact of COVID-19, we expect the increased focus on safety and sanitation to continue, and it is more important than ever to have the right single-serve products available to your guests.
- With the guidance of the General Mills' Category Management team, we can help you maximize the productivity of your micro-market shelf set.
- We've compiled manufacturer-agnostic Category Guidance for the micro-market space, as well as General Mills product recommendations.
- Please leverage the category management recommendations in the following slides and reach out to your General Mills sales rep with any questions!

# Micromarket Offerings:

## LIMITED SERVICE LODGING



- "Salty Snacks" is the largest food category in Micro-Markets. Within salty, 71% of dollars are DSD, 72% of unit sales are DSD. Non-DSD is showing a more positive outlook vs LY than DSD Salty
- Non-DSD Largest Salty Snack Categories: Salty Snack Mix & Chips
- Bars Category \$ Segment Breakout: Performance 39%, Treat 22%, Wellness, 20%, Mainstream 19%
  - Within Mainstream, General Mills has Nature Valley which is #1 in units, and #2 in dollars

### Key Limited Service Snack Categories

Salty Snacks
Bars/Breakfast
Candy
Meat Snacks
Nuts and Seeds

### Top Non-DSD Products

CHIPS	
1	Pringles® Sour Cream and Onion 5.5oz 3800013843
2	Andy Capp Fries Hot 3oz 2620047159
3	Pringles® Original 5.2OZ 3800013841
4	<b>Gardetto's™ Chp Rstd Grlc/Rye 5.5-4.75oz 1600050278</b>
5	Pringles® Grab N Go Orig 2.36oz 3800084524

CRACKERS	
1	Cheez It® Crckr Grab N Go Chdr Peg 3oz 2410019134
2	COMBOS® PEPPERONI PIZZA SNACK CRACKER CRACKER 6.3OZ 4141942008
3	Cheez-IT® Duoz Cheddar/Parm 4oz 2410057730
4	Keb Chs Crckr Sndwch Pbtr 1.8oz 3010012515
5	Goldfish® Cheddar 2.65oz 1410004552

SALTY SNACK MIX	
1	<b>Gardettos™ Snk Mx Orig 5.5oz 1600016619</b>
2	<b>Chex Mix™ Trad 3.75oz 1600016010</b>
3	<b>Chex Mix™ Muddy Buddies Choc/Pbtr 4.5oz 1600050732</b>
4	<b>Chex Mix™ Chdr 3.75oz 1600012606</b>
5	<b>Chex Mix™ Bld Party 3.75oz 1600012607</b>

POPCORN	
1	SkinnyPop® Pcorn Orig 1oz 85025100408
2	Act II® Mw Pcorn Btr Lvr 2.75oz 7615023248
3	PPCR IND PPD ORGN MV THTR BTR BAG CRSP CRNC 3 OZ 84357100692
4	SkinnyPop® Pcorn Wht Chdr 1oz 85025100443
5	ANGS BM CHC POP PPD PPCR SWT SLTY KTL CRN BAG ASRTD 70 CLRS PER CUP 2.25 OZ 81878001422

NUTS & SEEDS	
1	Wonderful® Pstcho Rstd/Sltd 5oz 1411391008
2	Marg Holmes Pnut Patch Bld Pnut Cajun 32oz 7129006914
1	Spitz Sunflwr Sd Crckd Pepr 6oz 2840009672
2	Bigs Sunflwr Sd Dill 5.35oz 89688700220

MAINSTREAM BARS	
1	<b>Nat Vly Granla Br Oat/Hny 1.49oz 1600026469</b>
2	Belvita Bisct Br Blubry 1.76oz 4400002828
3	<b>Nat Vly Swt/Slty Br Pnut 1.2oz 1600044282</b>
4	Nutri Grain Br Strbry 1.3oz 3800035921
5	<b>Nat Vly Swt/Slty Br Almd 1.2oz 1600044281</b>

PERFORMANCE BARS	
1	Lenny/Larrys Comp Ckie Br Choc Chp 4oz 78769283461
2	QST CHCL CHP CK BAG 2.08 OZ 88884900599
3	Met Rx Big 100 Ml Br Ckie Crnch 3.53oz 78656015312
4	Quest® Prten Br Choc Chp/Ckie Dgh 2.12oz 88884900001
5	Lenny/Larrys Comp Ckie Br Dbl Choc 4oz 78769283533

WELLNESS BARS	
1	Clif Enrgy Br Choc Chp 2.4oz 72225210090
2	Clif Enrgy Br Wht Choc Chnk Macadma 2.4oz 72225216109
3	Clif Enrgy Br Crnchy Pbtr 2.4oz 72225210120
4	Kind® Nut/Spice Br Drk Choc Nut/Sea Slt 1.4oz 60265217651
5	Kind®+Br Drk Choc Pbtr 1.4oz 60265217056

TREAT BARS	
1	Rice Krispies Trt Br 2.2oz 3800059099
2	Frstd Pop Tart Br Strbry 2pk 3.67oz 3800031731
3	BST MD CK CMP CRSP RC BAR PNT BTR WRP 1 CT 8647871490
4	Frstd Pop Tart Br Brwn Sgr Cinn 2pk 3.6oz 3800031131
5	<b>Cinn Tst Crnch Trt Br 2.1oz 1600050695</b>

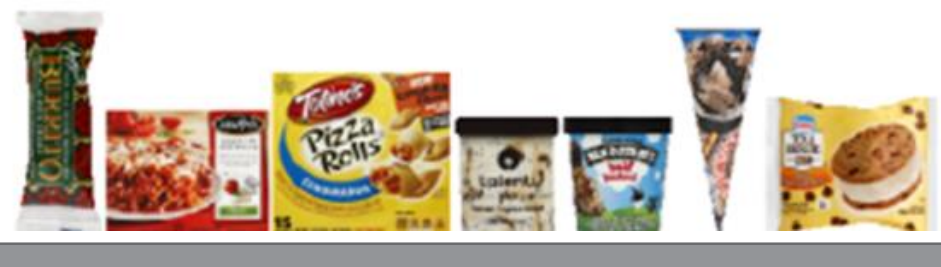
# Micromarket Offerings: FULL SERVICE LODGING



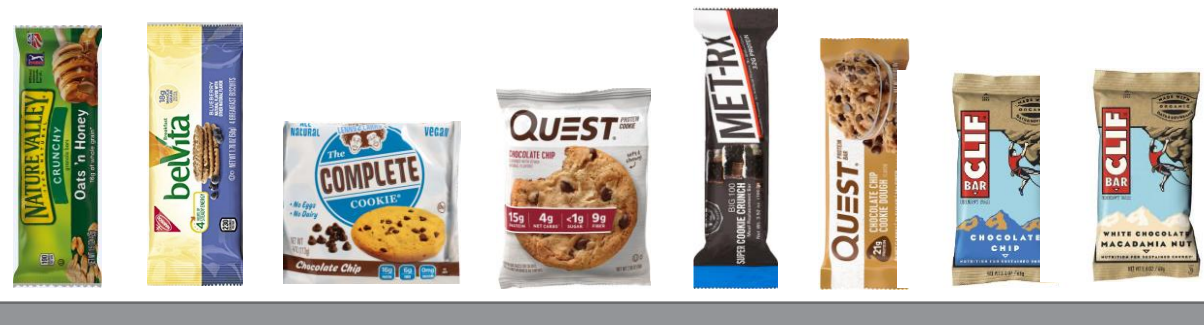
- "Salty Snacks" is the largest food category in Micro-Markets. Within salty, 71% of dollars are DSD, 72% of unit sales are DSD. Non-DSD is showing a more positive outlook vs LY than DSD Salty
  - Top 10 Brands: Planters, Pringles®, Chex Mix™, Cheez-It®, Combos®, Wonderful®, David®, Gardetto's™, Bugles™, Hershey's
- Snacking continues to be more important than ever. Re-activate consumer confidence post COVID:
  - Safety & Sanitation, Single-Serve Packaging Prioritized, Grab-n-go Format Highly Appealing

## Core Full Service Food Categories

### Frozen/Meals



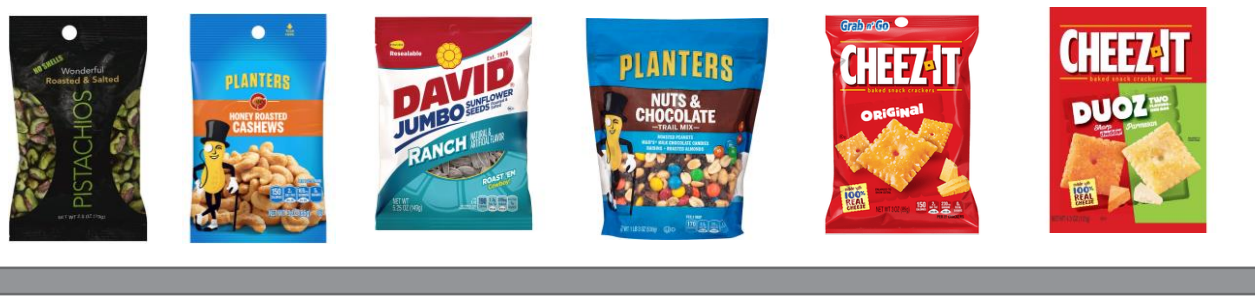
### Bars & Breakfast



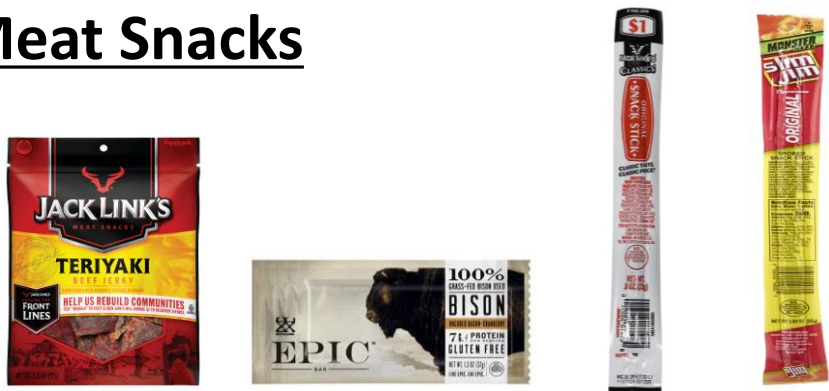
### Grab & Go Cooler



### Salty (Non-DSD)



### Meat Snacks



### Sweet



\*Inclusion of Frozen and Dry meals categories is contingent on easily accessible microwave

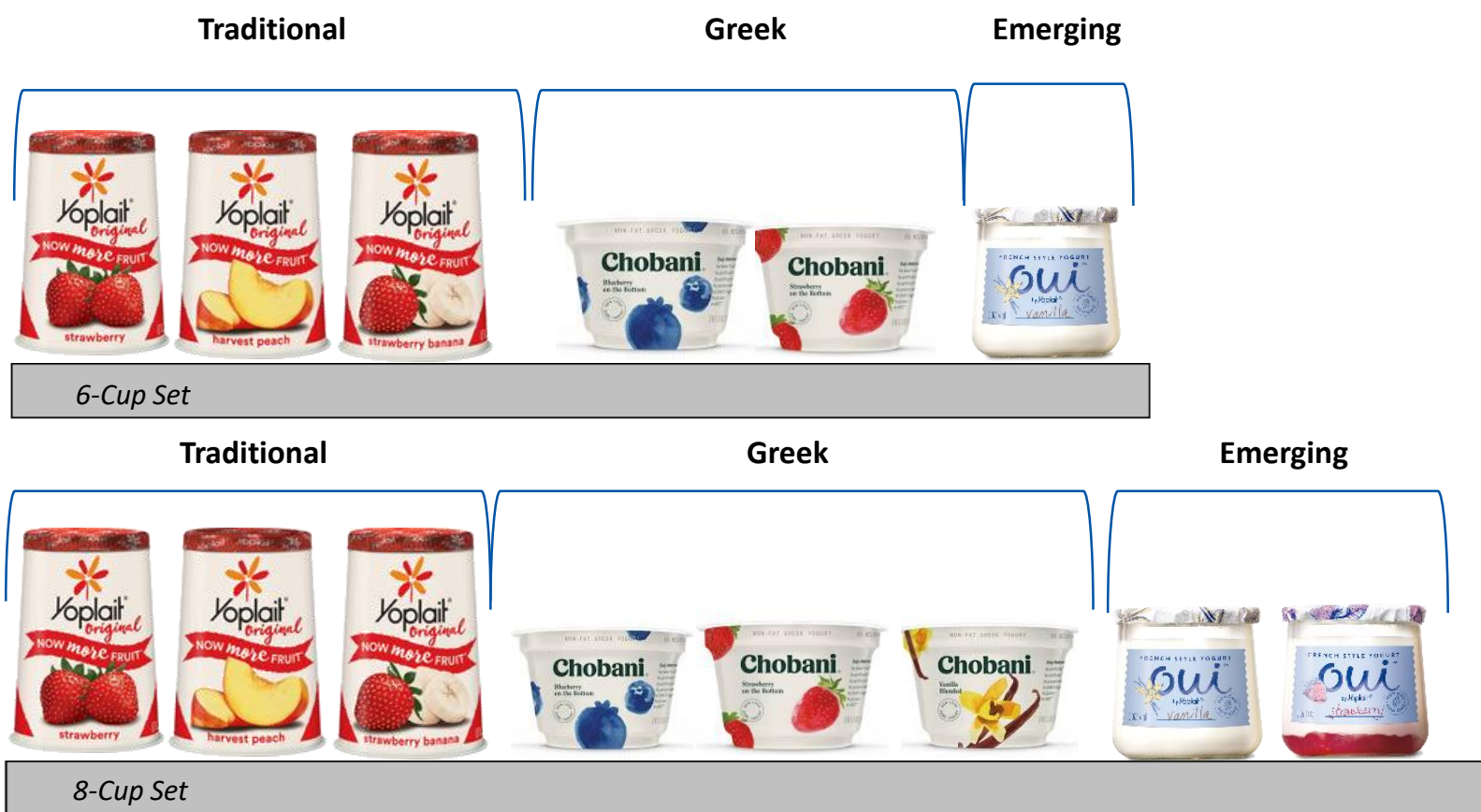
# Micromarket Offerings: Foodservice Focus

## Cereal



GMI Rank	Item Description	UPC	Brand
1	Kellogg's Frosted Flakes®	3800063570	Frosted Flakes
2	General Mills Honey Nut Cheerios™	1600014155	Honey Nut Cheerios
3	General Mills Cinnamon Toast Crunch™	1600014154	Cinnamon Toast Crunch
4	Kellogg's Frosted Mini Wheats®	3800042798	Frosted Mini Wheats
5	General Mills Cheerios™	1600014159	Cheerios
6	Kellogg's Kashi® GoLean® Crunch!	18627446415	Kashi
7	General Mills Lucky Charms™	1600014156	Lucky Charms
8	Kellogg's Fruit Loops™	3800063530	Fruit Loops

## Yogurt



## Nature Valley™ Bars

### Top Nature Valley™ Bars



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

**NEW** 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

# GMI Recommended Product List



For a list of all General Mills products, please visit [www.generalmillscf.com/products](http://www.generalmillscf.com/products)

Product Description	Base Product Code	UPC Case Code	Case Pack Dimen.
<b>Bars</b>			
Nature Valley™ Granola Bar, Variety Pack, 4 Flavors, 1.2oz-1.5oz	41504000	00016000415041	7/23.58 OZ
Nature Valley™ Crunchy Granola Bar, Oats 'n Honey, 1.5oz, 18 ct	3353000	10016000335308	6/26.82 OZ
Nature Valley™ Granola Bars Variety Pack Core (3 Flavors)	15554000	00016000155541	4/25.04 OZ
Nature Valley™ Granola Bars Variety Pack High Taste (4 Flavors)	15555000	00016000155558	4/18.3 OZ
Nature Valley™ Chewy Granola Bar Sweet & Salty Nut Almond 16 ct	42068000	10016000420684	8/19.7 OZ
Nature Valley™ Chewy Granola Bar Sweet & Salty Nut Peanut 16 ct	42067000	10016000420677	8/19.7 OZ
EPIC™ BAR BISON UNCRD BACON CRNBRY 12CT	102511000	10732153025117	12/15.6 OZ
<b>Salty</b>			
Chex Mix™ 3.75 oz Bold Party Blend 8ct	14859000	00016000148598	8/3.75 OZ
Chex Mix™ 3.75 oz Cheddar 8ct	14839000	00016000148390	8/3.75 OZ
Chex Mix™ Muddy Buddies™ 4.5 oz Peanut Butter Chocolate 7 ct	14852000	00016000148529	7/4.5 OZ
Chex Mix™ 3.75 oz Traditional 8ct	14858000	00016000148581	8/3.75 OZ
Garden of Eatin'™ 5.5 oz Original Recipe 7 ct	14868000	00016000148680	7/5.5 OZ
Garden of Eatin'™ 4.75 oz Rye Chips Roasted Garlic 7 ct	14871000	00016000148710	7/4.75 OZ
<b>Cereal</b>			
Assorted Adult Cereals Cereal in a Cup 60 ct	31079000	10016000310794	60/1.63 OZ
Assorted Pack Cereal in a Cup	14151000	10016000141510	60/1.69 OZ
Assorted Goodness Pack Cereal in a Cup	31154000	10016000311548	60/1.89 OZ
<b>Yogurt</b>			
Yoplait® Original Yogurt 6 oz Harvest Peach	307000	10070470003075	12/6 OZ
Yoplait® Original Yogurt 6 oz Strawberry	300000	10070470003006	12/6 OZ
Yoplait® Original Yogurt 6 oz Strawberry Banana	313000	10070470003136	12/6 OZ
Oui™ by Yoplait® French Style Yogurt, Strawberry	49647000	10070470496471	8/5 OZ
Oui™ by Yoplait® French Style Yogurt, Vanilla	49646000	10070470496464	8/5 OZ
<b>Sweet</b>			
Pillsbury™ Soft Baked Mini Cookies, Chocolate Chip, 3oz	132274000	10018000322746	9/18 OZ
Cinnamon Toast Crunch™ Treats, 2.1oz, 12 ct Carton	32393000	10016000323930	8/25.2 OZ
<b>Frozen</b>			
Totino's™ Pizza Rolls™ Snacks 15ct Pepperoni	128292000	00042800282927	12/7.5 OZ