

*Let's make
their stay.*



LIMITED-SERVICE LODGING

Family-favorite brands your guests love



Make their stay with the
**BREAKFAST BRANDS
 YOUR GUESTS LOVE**



**LEADING BRANDS FOR YOUR BREAKFAST:
 CEREAL, YOGURT AND BISCUITS**

- Breakfast is seen as a differentiator for hotels, and guests expect variety and quality.¹
- General Mills provides a **variety of breakfast favorites**
 - The nation's **most recognized cereals**²
 - Traditional and Greek yogurt cups from the **#1 yogurt brand in foodservice**³
 - Easy and delicious frozen baked goods

OFFER THE BEST BULK CEREAL SELECTION AROUND

**4 OUT OF THE TOP 5
 CEREALS IN THE
 NATION INCLUDING²**

***3 OF WHICH ARE GLUTEN-FREE!**



Cheerios



**NATURE VALLEY™ OATS 'N HONEY GRANOLA
 IS THE #1 GRANOLA IN FOODSERVICE⁴**



**DO YOUR GUESTS ASK ABOUT
 GLUTEN-FREE OPTIONS?**

Provide a full gluten-free breakfast with General Mills cereals and Yoplait® yogurt!



Cheerios





START THEIR MORNING OUT RIGHT WITH THE #1 YOGURT BRAND IN FOODSERVICE

GREEK • ORIGINAL • LIGHT

- Guests know and love the Yoplait® brand. Serve nutritious—and delicious!— yogurt options with the Yoplait® portfolio
- Available in bulk or portable 4 oz. cups

Yoplait® is the #1 yogurt brand in Foodservice⁵



BRING OUT THE HOMEMADE TASTE OF PILLSBURY™ BISCUITS

- Delicious, light and fluffy biscuits guests can't get enough of!
- Easy to serve freezer-to-oven or pre-baked formats with rich flavor and homemade taste
- Consistently mouth-watering results
- No skilled labor required
- Excellent hold time



5 GREAT SNACKS FOR YOUR PANTRY



NATURE VALLEY™

- The #1 granola bar brand³
- No artificial colors, flavors or sweeteners
- Classic crunchy bars, chewy bars, variety packs, biscuits, and granola cups available



24/7 snacking options for your guests!



CUP CEREAL

- Honey Nut Cheerios™
- Cheerios™
- Total™ Raisin Bran
- Total™ Whole Grain

Snacks are seen as a growth avenue as more guests are living an on-the-go lifestyle⁵



CHEX MIX™

- Find a flavor for all guests to enjoy!
- Up to 60% less fat than regular potato chips
- Serve popular better-for-you salty snacks that satisfy patrons' savory cravings



Branding is an important element to drive snack purchases⁵

BULK CEREAL	GTIN	CASE COUNT
Cheerios Bulkpak	10016000119779	4/29 oz
Cinnamon Toast Crunch Bulkpak	10016000118130	4/45 oz
Honey Nut Cheerios, Bulkpak, 39 oz	10016000119885	4/39 oz
Lucky Charms Bulkpak	10016000119984	4/35 oz

GRANOLA

Nature Valley™ Granola Cereal, Oats & Honey, Bulkpak, 50oz	10016000271118	4/50 oz
Nature Valley™ Granola Cereal Bulkpak Oats & Fruit 50 oz	10016000119878	4/50 oz

SINGLE SERVE CEREAL	GTIN	CASE COUNT
Assorted Adult Cereals Cereal in a Cup 60 ct	10016000310794	60/1.63 oz
Assorted Pack Cereal in a Cup (Family Favorites)	10016000141510	60/1.69 oz
Assorted Goodness Pack Cereal in a Cup	10016000311548	60/1.89 oz
Honey Nut Cheerios Cup Cereal, 12ct	00016000296039	12/1.8 oz
GMI Lucky Charms Cup Cereal 10CT	00016000159433	10/1.7 oz
Cheerios Cereal in a Cup 60 ct	00016000289314	60/1.3 oz
Cinnamon Toast Crunch Cup Cereal, 12ct	00016000296022	12/2 oz
Cinnamon Toast Crunch Bowlpak	10016000118154	96/1 oz
Honey Nut Cheerios Bowlpak	10016000119182	96/1 oz
Lucky Charms, Bowlpak	10016000319179	96/1 oz
Total Raisin Bran Bowlpak	10016000123929	96/1.19 oz
Cheerios Bowlpak	10016000119410	96/0.688 oz

SINGLE SERVE YOGURT	GTIN	CASE COUNT
Yoplait® Original Yogurt 4 oz Variety Pk (Strawberry/Strawberry-Banana)	00070470177298	48/4 oz
Yoplait® Variety Pack - Blueberry/Peach/Strawberry 18 ct	10070470144143	18/6 oz
Yoplait® Original Yogurt 6 oz Strawberry	10070470003006	12/6 oz
Yoplait® Light Yogurt 6 oz Blueberry Patch	10070470006526	12/6 oz
Yoplait Greek Protein Yogurt, Blueberry, 3.5 oz	10070470491599	24/3.5 oz
Yoplait Greek Protein Yogurt, Strawberry, 3.5 oz	10070470491582	24/3.5 oz

BULK YOGURT	GTIN	CASE COUNT
Yoplait® ParfaitPro® Yogurt, Lowfat, 64 oz, Vanilla, 6ct	10070470166329	6/64 oz
Yoplait® ParfaitPro® Yogurt, Blueberry, 64 oz	10070470160679	6/64 oz
Yoplait® ParfaitPro® Yogurt, Lowfat, 64 oz, Strawberry, 6ct	10070470166312	6/64 oz
Yoplait® ParfaitPro® Dairy Free Van Coconut based Yogurt Alt	10070470166596	4/48 oz

BISCUITS - BAKED & UNBAKED	GTIN	CASE COUNT
Pillsbury™ Frozen Biscuit Dough 2.2 oz Southern Style 120 ct	10094562062504	120/2.2 oz
Pillsbury™ Frozen Biscuit Dough 3.17 oz Easy Split	10094562062498	168/3.17 oz
Pillsbury™ Frozen Baked Biscuits 2.25 oz Easy Split Golden Buttermilk	10094562062368	120/2.25 oz
Pillsbury™ Frozen Baked Biscuits 2.25 oz Golden Buttermilk	10094562062351	120/2.25 oz

FROZEN BAKED GOODS	GTIN	CASE COUNT
Pillsbury™ Frozen Muffin Batter 3 lb Tubaset Blueberry <i>Try our other muffin flavors!</i>	10094562080263	6/3 lb Tubes
Pillsbury™ Freezer-to-Oven Scone Dough 3.75 oz Fruit Variety Pack ZT	10094562081352	96/3.75 oz
Pillsbury™ Freezer-to-Oven Scone Dough 3.75 oz Blueberry ZT	10094562081505	96/3.75 oz
Pillsbury™ Supreme Freezer-to-Oven Cinnamon Roll 1.5 oz	10094562053571	200/1.5 oz
Pillsbury™ Supreme Freezer-to-Oven Cinnamon Roll 3 oz	10094562053588	100/3 oz
Pillsbury™ Frozen Baked Croissants 2.5 oz Pinched Sliced	10094562321038	64/2.5 oz
Pillsbury™ Frozen Baked Croissants 2 oz Pinched Sliced	10094562321021	64/2 oz
Pillsbury™ Freezer-to-Oven Croissant Dough 1.25 oz Butter Straight	10721582118736	120/1.25 oz
Pillsbury™ Freezer-to-Oven Croissant Dough 2.7 oz Butter Pinched	10721582118729	80/2.7 oz

NATURE VALLEY BARS	GTIN	CASE COUNT
Nature Valley™ Chewy Granola Bar Chocolate Chip & Oatmeal Raisin 120 ct	10016000115917	120/0.89 oz
Nature Valley™ Chewy Granola Bar Sweet & Salty Nut Peanut 16 ct	10016000420677	128/1.2 oz
Nature Valley™ Crunchy Granola Bar, Oats 'N Honey, 1.5 oz 18 ct	10016000335308	6/26.82 oz
Nature Valley™ Crunchy Granola Oats 'N Honey 144 ct	10016000115825	144/74 oz

SNACK FAVORITES	GTIN	CASE COUNT
Chex Mix™ Snack Mix Traditional 1.75 oz	00016000124004	60/1.75 oz

ELEVATED SNACKS	GTIN	CASE COUNT
LÄRABAR® Apple Pie, 1.6oz, 16 ct	00021908418711	4/25.6 oz
LÄRABAR® Cashew Cookie, 1.7oz, 16 ct	00021908418735	4/25.6 oz
LÄRABAR® Cherry Pie, 1.7oz, 16 ct	00021908418742	4/25.6 oz
EPIC™ Bar Chicken Sriracha 12 ct	10732153125244	4/15.6 oz Boxes of 12
EPIC™ BAR GRSFD UCRD BIS BC CBRY 12CT RCP	00732153125148	4/15.6 oz Boxes of 12
EPIC™ ARTSNL PORK RINDS SEA SALT PEPPER	10732153024936	12/2.5 oz
EPIC™ Strips Wagyu Beef Steak 20 ct	10732153029610	4/16 oz
Food Should Taste Good™, Tortilla, Multigrain, 24 ct	00021908812335	24/1.5 oz
Food Should Taste Good™, Tortilla, Sweet Potato, 24 ct	00021908812373	24/1.5 oz

¹J.D. Power Study, The 2021 North American Hotel Guest Satisfaction Index Study

²Nielson xAOC Total Dollars L52W w/e 3/5/22;

³NPD Supply Track Foodservice, 12 months ending May 2022

⁴NPD Supply Track Foodservice Bulk Granola RTE Cereal Pound volume % change, 12 months ending May'22

⁵Business-and-industry-multi-client-study-2021-Technomic



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