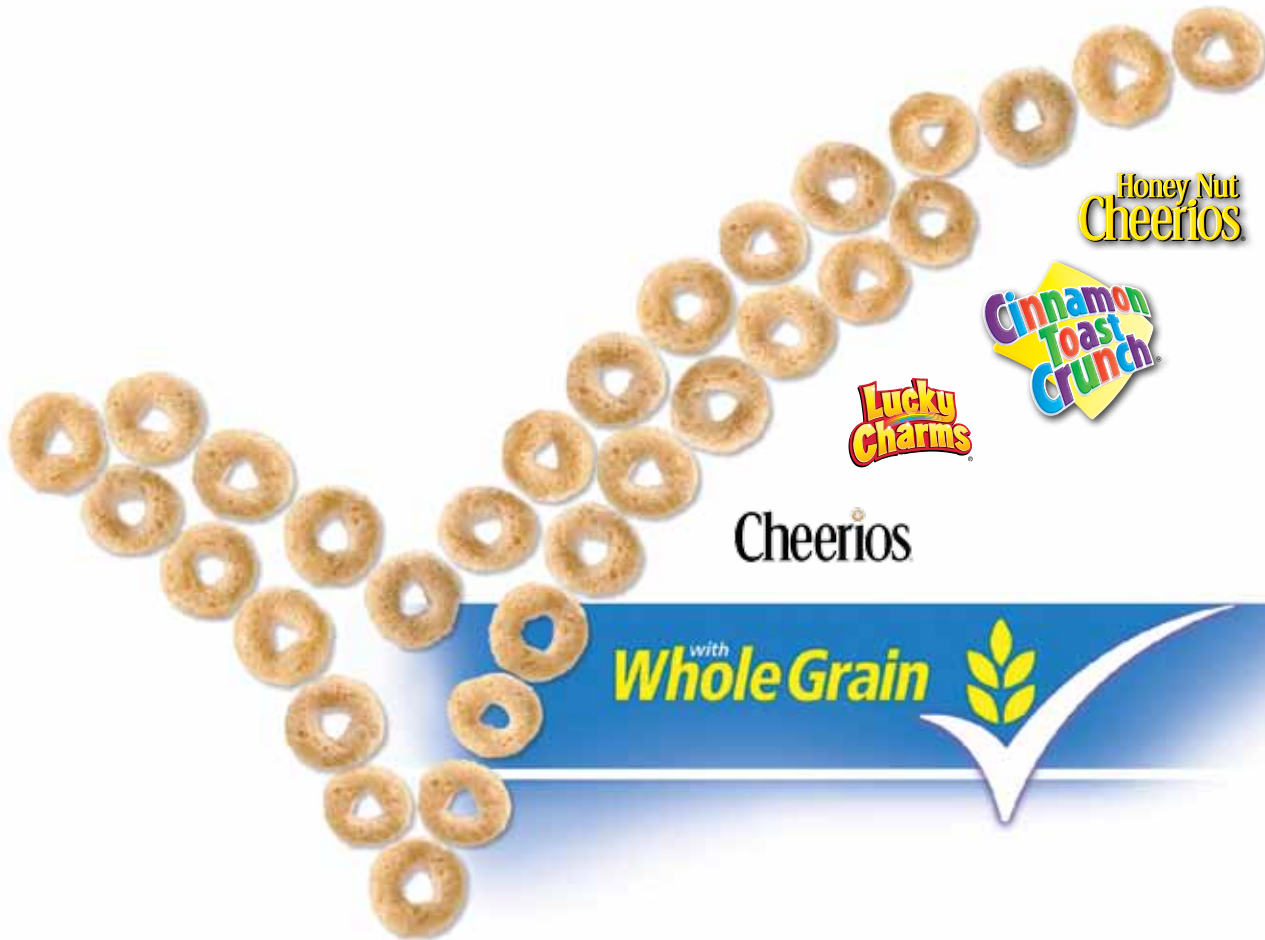


CEREAL PRODUCT GUIDE



GENERAL MILLS IS THE SIMPLE CHOICE



success made simple™

THE BRANDS YOUR PATRONS LOVE...

PLUS THE WHOLE GRAIN THEY NEED



GENERAL MILLS HAS 4 OF THE TOP 5 BEST-SELLING BRANDS¹

- We have 4 out of the 5 top brands, including Cheerios, Honey Nut Cheerios, Cinnamon Toast Crunch and Lucky Charms¹
- General Mills cereals appeal to patrons of all ages²
- More than 40% of Lucky Charms and Cinnamon Toast Crunch consumption is from adults²

¹ Nielsen, Dollar Share of TTL, 52wks ending 3/12/11.

² National Eating Trends, 2009.

92% OF AMERICANS BELIEVE WHOLE GRAIN IS IMPORTANT³

- **Whole Grain** is the #1 ingredient consumers look for when they buy cereal⁴
- 2010 dietary guidelines call for at least three servings of **Whole Grain** foods daily

GENERAL MILLS BIG G CEREALS ARE THE #1 SOURCE OF WHOLE GRAIN AT BREAKFAST

- General Mills Big G cereals provide America with more **Whole Grain** at breakfast than any other breakfast food from any other manufacturer
- General Mills is the only leading cereal company with **Whole Grain** in every cereal⁵



³ General Mills Whole Grain Survey October 2010.

⁴ Health Cereal Benefit/Ingredient Sort Study, 2008.

⁵ All Big G Cereals contain at least 8 grams of whole grain per standard serving. All Big G Cereal BowlPaks contain Whole Grain, but some contain less than 8 grams due to smaller serving sizes. At least 48 grams recommended daily.

ALL THE FORMATS YOU WANT



We have the brands your patrons love in the convenient, cost effective formats you want.



BOWLPAK

Cereal in a ready-to-eat bowl for convenient portion control.

- Meets one bread equivalent nutritional requirement
- Recommended for K-12 and healthcare settings



SINGLEPAK®

Tasty and convenient single-serve portions.

- Your patrons' favorite brands in an easy, single-serve format
- Premium wire rack displays make it easy to offer a wide variety
- Recommended for lodging, family dining and healthcare settings



CUP CEREAL

The perfect option for the on-the-go patron.

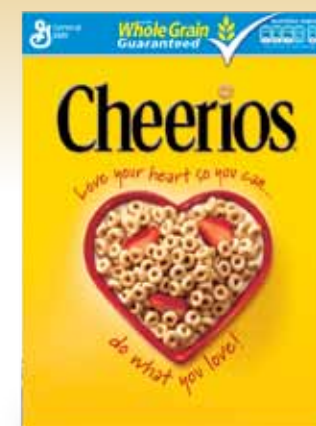
- Just the right size for a quick and easy meal or snack in any setting
- Premium cup rack puts fast-selling cereals within easy reach of busy patrons
- Recommended for K-12, business and industry, lodging and healthcare settings



BULKPAK

Convenient bulk packaging means less waste and great labor savings.

- Easy to display and serve all day as a low-cost meal option
- Branded, high-quality gravity bins, jugs, scoops and dispensers available
- Recommended for colleges and universities and lodging settings



FAMILYPAK

Convenient multi-serve format for smaller operations.

- Same recognizable branded packages consumers like
- Recommended for colleges and universities, family dining and healthcare settings



MAKE THE SIMPLE CHOICE. ORDER TODAY!



PRODUCT	UPC CODE	CASE COUNT
BOWLPAK (All BOWLPAK products meet 1 bread equivalent)		
U Apple Cinnamon Cheerios®	10016000116693	96
*Assorted Cereal	10016000116020	96
U Berry Berry Kix®	10016000430560	96
U Cheerios®	10016000119410	96
U Cinnamon Toast Crunch®	10016000118154	96
U Cinnamon Toast Crunch® 25% Less Sugar	10016000294445	96
U Cocoa Puffs®	10016000119748	96
U Cocoa Puffs® 25% Less Sugar	10016000294438	96
U Cookie Crisp®	10016000132532	96
U Country Corn Flakes®	10016000119687	96
U Frosted Cheerios®	10016000310749	96
U Frosted Corn Flakes®	10016000117683	96
U Fruity Cheerios®	10016000198095	96
U Golden Grahams®	10016000119434	96
U Honey Kix®	10016000348865	96
U Honey Nut Cheerios®	10016000119182	96
U Honey Nut Chex® GLUTEN FREE	10016000118666	96
U *Kids Choice Assorted	10016000321899	96
U Kix®	10016000119427	96
Lucky Charms®	10016000119731	96
U Multigrain Cheerios®	10016000119229	96
U Reese's® Puffs®	10016000132549	96
U Rice Chex® GLUTEN FREE	10016000475950	96
U Rice Crunchins®	10016000119977	96
U Total® Raisin Bran	10016000123929	96
U Total® Whole Grain	10016000119700	96
U Trix®	10016000119472	96
U Trix® 25% Less Sugar	10016000294452	96
U Wheaties®	10016000119403	96

BULKPAK		
U Cascadian Farm™ Oats & Honey Granola	10021908127726	4
U Cheerios®	10016000119779	4
U Cinnamon Toast Crunch®	10016000118130	4
U Cocoa Puffs®	10016000119991	4
U Cookie Crisp®	10016000187914	4
U Corn Chex® GLUTEN FREE	10016000133263	4
U Country Corn Flakes®	10016000119762	4
U Fruity Cheerios	10016000172033	4
U Golden Grahams®	10016000119892	4
U Honey Nut Cheerios®	10016000119885	4
U Kix®	10016000119656	4
Lucky Charms®	10016000119984	4
U Nature Valley® 100% Natural Granola - Oat n Honey	10016000271118	4
U Nature Valley® Low Fat Fruit Granola	10016000119878	4
U Reese's® Puffs®	10016000132556	4
U Rice Chex® GLUTEN FREE	10016000133256	4
U Rice Crunchins®	10016000297026	4
U Total Raisin Bran®	10016000116631	4
U Trix®	10016000119632	4
U Wheaties®	10016000119823	4

* Assorted Cereal (Bowlpak)
10016000-116020:
8 Cheerios®
16 Honey Nut Cheerios®
8 Total® Whole Grain
8 Total® Raisin Bran
16 Lucky Charms®
16 Cinnamon Toast Crunch®
8 Cocoa Puffs®
8 Golden Grahams®
8 Trix®

* Kid's Choice Assorted (Bowlpak)
10016000-321899:
20 Cheerios®
16 Cocoa Puffs® 25% Less Sugar
28 Trix® 25% Less Sugar
32 Cinnamon Toast Crunch®

PRODUCT	UPC CODE	CASE COUNT
CUP (All CUP products meet 2 bread equivalent)		
*Assorted Adult Pack	10016000310794	60
*Assorted Family Pack	10016000141510	60
*Assorted Goodness Pack	10016000311548	60
U Cheerios®	10016000289314	60
U Cinnamon Toast Crunch®	10016000289321	60
U Honey Nut Cheerios®	10016000289338	60
Lucky Charms®	10016000138992	60
SINGLEPAK		
U Cheerios®	10016000119458	70
U Cinnamon Toast Crunch®	10016000116532	70
U Country Corn Flakes®	10016000119830	70
*Family Assorted Singlepak	10016000119946	70
U Golden Grahams®	10016000119670	70
U Honey Nut Cheerios®	10016000119601	70
Lucky Charms®	10016000119496	70
U Rice Chex® GLUTEN FREE	10016000133201	70
*Singlepak Favorites	10016000116730	70
U Total® Raisin Bran	10016000116594	70
U Total® Whole Grain	10016000119564	70
U Wheaties®	10016000119809	70
FAMILYPAK		
U Cheerios® 8.9 oz.	10016000275260	12
U Cheerios® 14 oz.	10016000275284	12
U Cheerios® 18 oz.	10016000275642	10
U Cinnamon Toast Crunch®	10016000275079	12
U Cocoa Puffs®	10016000275116	12
U Cookie Crisp®	10016000275178	12
U Fiber One® Twin Pouch	10016000275055	12
U Golden Grahams®	10016000275161	12
U Honey Nut Cheerios®	10016000275277	12
U Honey Nut Cheerios®	10016000275710	14
U Honey Nut Chex®	10016000275314	12
U Kix® 8.7 oz.	10016000275253	12
U Kix® 12 oz.	10016000275673	14
Lucky Charms®	10016000275345	12
U Reese's® Puffs®	10016000275031	12
U Rice Chex®	10016000275598	12
U Total® Whole Grain	10016000275222	12
U Total® Whole Grain	10016000275635	14
U Trix®	10016000275321	12
U Wheaties®	10016000275246	12

* Assorted Adult Pack (Cup)
10016000-310794:
8 Cheerios®
16 Honey Nut Cheerios®
14 Total® Raisin Bran
6 Total® Whole Grain
16 Cinnamon Toast Crunch®

* Assorted Family Pack (Cup)
10016000-141510:
6 Cheerios®
12 Honey Nut Cheerios®
8 Total® Raisin Bran
12 Lucky Charms®
12 Cinnamon Toast Crunch®
10 Cocoa Puffs®

* Assorted Goodness Pack (Cup)
10016000-311548:
18 Cheerios®
12 Honey Nut Cheerios®
12 Rice Chex®
10 Fiber One® Raisin Bran Clusters®
8 Nature Valley® Low Fat Fruit Granola

* Family Assorted (Singlepak)
10016000-119946:
14 Cheerios®
14 Honey Nut Cheerios®
14 Total® Whole Grain
7 Total® Raisin Bran
7 Lucky Charms®
7 Cinnamon Toast Crunch®
7 Wheaties®

* Singlepak Favorites
10016000-116730:
7 Cheerios®
14 Honey Nut Cheerios®
14 Lucky Charms®
14 Cinnamon Toast Crunch®
14 Golden Grahams®
7 Trix®

ALL GENERAL MILLS BIG G CEREALS CONTAIN AT LEAST 8 GRAMS OF **WHOLE GRAIN** PER STANDARD SERVING.*



* All General Mills Big G cereals contain Whole Grain, but some contain less than 8g due to smaller serving sizes; at least 48g recommended daily.



CEREAL IS SIMPLY #1 AT BREAKFAST

CEREAL CONTINUES TO BE THE #1 FOOD CONSUMED FOR BREAKFAST.⁷

Give your patrons the leading brands and Whole Grain goodness they want first thing in the morning. Give them General Mills. It's the simple choice!



⁷ NPD, 2008.



GENERAL MILLS
FOODSERVICE



generalmillsfoodservice.com

1-800-882-5252

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