

# FUEL BREAKFAST PARTICIPATION WITH CEREAL BUNDLING!

Breakfast is essential and *Kellogg's*<sup>®</sup> offers a wide variety of ready-to-eat cereals with the taste kids love. Be creative with bundling to:

- Build menu placement and drive purchase with recognized brands
- Energize students' mornings in a fun and appealing way
- Offer cereal, the #1 at breakfast<sup>1</sup>

Support your school's need for alternate eating occasions:



TRAY LINE & A LA CARTE



SECOND CHANCE BREAKFAST AND GRAB & GO



CLASSROOM

## IDEAS TO GET YOU STARTED.

These bundles can inspire you to create delicious, flexible combinations that meet your breakfast needs.



### TIGER PACK

Start with milk and fruit, then pair a cereal with grahams of like brands to create a flavor-packed breakfast. These work Gr-r-reat:

*Kellogg's*<sup>®</sup> Tiger Bites<sup>®</sup>  
Grahams Cinnamon

*Kellogg's*<sup>®</sup> Frosted Flakes<sup>®</sup>  
Multi Grain



### MASH-UP

Start with milk, then pair two different brands of cereal that, when mixed together, create a yummy new taste, like these:

*Kellogg's*<sup>®</sup> Frosted Flakes<sup>®</sup>  
Multi-Grain Cereal Pouch

*Kellogg's*<sup>®</sup> Apple Jacks<sup>®</sup>  
Cereal Pouch



### KIDS-WAY PARFAIT

Start with milk and yogurt of choice, then add fruit such as strawberries and pair with a colorful, fruity-flavored cereal, such as:

*Kellogg's*<sup>®</sup> Froot Loops<sup>®</sup>  
Cereal Pouch

To Learn more, contact your sales representative or visit [KelloggsAwayFromHome.com](http://KelloggsAwayFromHome.com)

<sup>1</sup>The NPD Group/National Eating Trends<sup>®</sup>, YE Feb. 2021