

# Kellogg's®

**EXPAND YOUR  
CHEEZ-IT® SALES WITH  
THIS THIN, CRISPY SNACK!**

**NEW!**

**CHEEZ-IT®**  
baked snack crackers



Introducing the latest, exciting addition to the expanding Cheez-It® portfolio: Cheez-It® Snap'd™, a thin, crispy snack in bold, delicious flavors made with 100% real cheese taste inside and out. Available now in a portable 1.5 oz. pouch, new Cheez-It® Snap'd™ delights and satisfies day and night!

## Meet Snacking Demand

Double Cheese is the #1 selling Cheez-It® Snap'd™ flavor<sup>1</sup>. With crunchy snacks in demand and consumers snacking multiple times per day, this cheesy, thin and crispy snack—in the new, convenient 1.5 oz. size—is a must-have!

## Quest for Unique

Whether it's snacking on the go or as a cheesy meal accompaniment, Cheez-It® Snap'd™ meets your customers' constant search for new, boldly flavored and uniquely textured snacking experiences.

## Cheez-It® Owns Munching

The Cheez-It® brand provides great snacking credentials. Now, our portfolio of bite-sized offerings brings customers this delightfully thin, crave-ably crispy, irresistibly cheesy new option to satisfy customers' snacking needs.

<sup>1</sup> Nielsen AOD Total XAOC L52W ending 12/28/19

# Offer the New Thin, Crispy Snack Your Customers Will Love!



Cheez-It® Snap'd™  
Double Cheese  
1.50 oz.

Nutritional information available on our website.

Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Cheez-It® Snap'd™ Double Cheese	24100-11895	36	1.50 oz	4.77	

Snap up more sales with Cheez-It® Snap'd™ today!

Receive exclusive access to trends and more by joining **Grow Greatness™**.

For more information, visit [www.KelloggsSpecialtyChannels.com](http://www.KelloggsSpecialtyChannels.com)

With on-the-go breakfasts, portable snacks and wholesome favorites,

Kellogg's® helps you capture the opportunities of now.

Now is a good time to partner with *Kellogg's*®.