

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 creation with the 100% real cheese taste consumers crave, inside and out. Available in bold, delicious flavors, new Cheez-It[®] Snap'd[™] delights and satisfies day and night!

Meet Snacking Demand

Crunchy snacks are in demand in a big way. In fact, today's snackers prefer light, crispy, munchable snacks 75% of the time. And with 90% of them snacking multiple times per day, that's big business!¹

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.

¹ Kellogg Snacking Demand Landscape (2015); The Cambridge Group Analysis.

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



Cheez-It® Snap'd™
Cheddar Sour Cream & Onion
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™ Cheddar Sour Cream & Onion	24100-11559	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

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®*