

Kellogg's®

NEW!

**TWO**  
*irresistible*  
**SNACKS IN**  
**ONE**  
**PACK!**



Sweet crunch meets salty crisp in new, *Cheez-It DuoZ®* Caramel Popcorn & Cheddar. Mixed together in one pack, this tempting combo creates a unique taste and texture experience. Made with 100% real cheese.

### Dynamic DuoZ

*Cheez-It DuoZ®* brings your customers deliciously exciting snacks in a unique way; 2 crave-worthy flavors in a single, easy-to-grab pack.

### A Popping Trend

As popcorn continues to grow as a segment,<sup>1</sup> *Cheez-It DuoZ®* elevates the opportunity in your salty snack aisle by adding scrumptious caramel popcorn to sweeten the deal.

### *Cheez-It®* Growth

In the past 4 years, total *Cheez-It®* Salty Snacks grew nearly 95% in Convenience alone—representing a \$55MM overall business growing at over 14% annually.<sup>2</sup>

# Bring on-the-goers an exciting new snack with **Cheez-It Duoz<sup>®</sup> Caramel Popcorn & Cheddar!**



Cheez-It Duoz<sup>®</sup>  
Caramel Popcorn & Cheddar

Pouch



Case



Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Cheez-It Duoz <sup>®</sup> Caramel Popcorn & Cheddar	24100-11216	6 ct.	4.0 oz	1.92	

Get in on the sweet and salty flavor craze today!

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

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

With on-the-go breakfasts, portable snacks and wholesome favorites,  
Kellogg's<sup>®</sup> helps you capture the opportunities of now.

Now is a good time to partner with *Kellogg's*<sup>®</sup>.