

Kellogg's®

# Expand your Cheez-It® sales

**NEW!**



with a  
**CHIP!**



Introducing the latest, exciting addition to the expanding Cheez-It® portfolio: Cheez-It® Snap'd™, a thin, crispy chip with the 100% real cheese taste consumers crave inside and out. Available in bold, delicious flavors, new Cheez-It® Snap'd™ is perfect for munching throughout the day and night!

## Meet Snacking Demand

Munchable 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!<sup>1</sup>

## Quest For Unique

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

## Cheez-It® Owns Munching

As we enter the chip category, we do so with great snacking credentials. The Cheez-It® portfolio of bite-sized offerings, baked with 100% real cheese and never fried, are the #2 cracker brand in terms of loyalty<sup>2</sup> and these irresistible chips are sure to continue the trend.

<sup>1</sup> Kellogg Snacking Demand Landscape (2015); The Cambridge Group Analysis. <sup>2</sup> Nielsen Panel Data, Total U.S., 52 weeks ending 9/9/17.

# Offer the New Crunchy, Cheesy Chip Just Made for Munching!



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



Case



Cheez-It® Snap'd™  
Double Cheese  
Pouch



Case



Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Cheez-It® Snap'd™ Cheddar Sour Cream & Onion	24100-11460	6	2.20 oz	1.28	
Cheez-It® Snap'd™ Double Cheese	24100-11422	6	2.20 oz	1.28	

Snap up more sales with Cheez-It® Snap'd™ 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® helps you capture the opportunities of now.

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

# Offer the New Crunchy, Cheesy Chip Just Made for Munching!



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



Cheez-It® Snap'd™  
Double Cheese

Nutritional information available on our website.

Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
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