NEW *Kellogg's®* *Rice Krispies®* Apple Cinnamon & *Cocoa Krispies®* Chocolate Chewy Cereal Bars!

NEW for Your School Meal Programs!

Part of a complete breakfast, these portable snacks keep Snap, Crackle & Pop in their breakfast routine — or whenever they have the craving. Give your students a wholesome snack that meets nutritional requirements and satisfies kid appetites.

Meets Nutritional Requirements

Serving size 1 bar

- 1 bread serving
- 3g fiber
- <35% calories from fat
- <10% calories from saturated fat
- <35% sugar by weight
- No nuts, 0g TFA
- 9g whole grains per serving

61870 Chocolate Chewy Cereal Bar 96/3.75 oz.
61865 Apple Cinnamon Chewy Cereal Bar 96/3.75 oz.

Ginsberg's

Route 66 Hudson, New York, 12534
800/999-6006 or 518/828-4004
www.ginsbergs.com
e-mail: info@ginsbergs.com

SNA PATRON

Kellogg's® Food Away From Home
Bringing our focus to your business.™

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Valid Purchase Dates: February 15, 2010 through August 31, 2010

SAVE $5.00 Per Case

on Kellogg's® *Rice Krispies*® Cereal Bars

(After Mail-In Rebate)

For more information visit or call:
www.kelloggsfoodawayfromhome.com • 877-511-5777

Mail to:
Kellogg's® Rice Krispies® and *Cocoa Krispies®* Cereal Bar Rebate
P.O. Box 1007
Brownsdale, MN 55918-1007

Kellogg's® Food Away From Home

Bringing our focus to your business.™

MAIL COMPLETED FORM WITH PROOFS OF PURCHASE TO:

Kellogg's® Food Away from Home
PO Box 1007
Brownsdale, MN 55918-1007

REBATE MUST BE POSTMARKED BY September 30, 2010

CALCULATE YOUR REBATE

Qualifying Product	Total Cases Purchased	Rebate Per Case	Extended Rebate
Rice Krispies® cereal bar Apple Cinnamon 38000-48396	_____	x $5.00 =	_____
Cocoa Krispies® cereal bar Chocolate 38000-48399	_____ (50 cases maximum)	x $5.00 =	_____ ($250 maximum)

PLEASE COMPLETE THE FOLLOWING:

School District: _____

Contact Name/Title: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____

[ ] Yes, I would like *Kellogg's® Food Away From Home* to send me exclusive promotional offerings and updates via e-mail.

Address (No P.O. Boxes, please): _____

City, State, Zip: _____

Distributor Name: _____

Distributor City/State: _____

District Enrollment: _____ #HS _____ #MS _____ #ES _____

Kellogg Sales Rep Name: _____

Breakfast ADP (District-Wide): _____

Lunch ADP (District-Wide): _____

À la Carte Sales Per Day (District-Wide): _____

Are you affiliated with a Contract Management Company? [ ] YES [ ] NO

If yes, which Contract Management Company? _____

TERMS AND CONDITIONS

$5.00 per case for *Kellogg's® Rice Krispies®* cereal bars (38000-48396) and *Cocoa Krispies®* cereal bars (38000-48399), after mail-in rebate. Maximum rebate is 50 cases or $250.00. The stated promotional allowances are for products purchased between 2/15/2010 and 8/31/2010. No promotional allowances will be honored without proper documentation (i.e. distributor invoices). Computer reports will be accepted if they contain appropriate dates and clear separation of customer purchasing details. Customer information must be included in full. Completed rebate claim forms must be postmarked no later than 9/30/2010. Note: This program does extend to national account customers. Multi-unit operators require a rebate claim for each selling location. This rebate cannot be used in conjunction with any other *Kellogg's®* Food Away From Home promotion on these products or purchases made by non-profit bid. This rebate is available only to operators. This rebate form cannot be reproduced.

™

ORDER TODAY!!!

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Rice Krispies® Chewy Cereal Bar

Nutrition Facts

Serving Size: 1 bar (36g/1.27oz)

Amount/Serving	**%Daily Value**
Calories 140	
Calories from Fat 25	
Total Fat 3g	5%
Saturated Fat 0.5g	3%
***Trans* Fat** 0g	0%
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 27g	9%
Dietary Fiber 3g	11%
Sugars 9g	
Protein 2g	
Vitamin A	0%
Vitamin C	0%
Calcium	0%
Iron	2%

Ingredients: WHOLE GRAIN OATS, CORN SYRUP, RICE CEREAL (RICE, SUGAR, SALT, HIGH FRUCTOSE CORN SYRUP, MALT FLAVORING, NIACINAMIDE, REDUCED IRON, RIBOFLAVIN, FOLIC ACID), FRUCTOSE, SUGAR, VEGETABLE OIL (SOYBEAN, PALM, AND PALM KERNEL OIL WITH TBHQ FOR FRESHNESS), INULIN FROM CHICORY ROOT, CONTAINS TWO PERCENT OR LESS OF GLYCERIN, MOLASSES, NATURAL APPLE FLAVOR WITH OTHER NATURAL FLAVORS, SALT, NATURAL FLAVOR, SOY LECITHIN, CINNAMON OLEORESIN, BHT (PRESERVATIVE), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), THIAMIN HYDROCHLORIDE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), NONFAT DRY MILK, ACETYLATED MONOGLYCERIDES, DATEM.

CONTAINS SOY AND MILK INGREDIENTS.

11/6/09

Nutrition Facts

Serving Size: 1 bar (36g/1.27oz)

Amount/Serving	**%Daily Value**
Calories 150	
Calories from Fat 40	
Total Fat 4.5g	7%
Saturated Fat 1g	5%
***Trans* Fat** 0g	0%
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carbohydrate 26g	9%
Dietary Fiber 3g	11%
Sugars 10g	
Protein 2g	
Vitamin A	0%
Vitamin C	0%
Calcium	0%
Iron	2%

Ingredients: WHOLE GRAIN OATS, CORN SYRUP, RICE CEREAL (RICE, SUGAR, SALT, HIGH FRUCTOSE CORN SYRUP, MALT FLAVORING, NIACINAMIDE, REDUCED IRON, RIBOFLAVIN, FOLIC ACID), FRUCTOSE, VEGETABLE OIL (SOYBEAN, PALM, AND PALM KERNEL OIL WITH TBHQ FOR FRESHNESS), SUGAR, INULIN FROM CHICORY ROOT, CONTAINS TWO PERCENT OR LESS OF DEXTROSE, GLYCERIN, CHOCOLATE, NATURAL AND ARTIFICIAL CHOCOLATE CREAM FLAVOR, SALT, COCOA PROCESSED WITH ALKALI, NATURAL AND ARTIFICIAL FLAVOR, SOY LECITHIN, NONFAT DRY MILK, BHT (PRESERVATIVE), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), THIAMIN HYDROCHLORIDE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), DATEM, ACETYLATED MONOGLYCERIDES.

CONTAINS SOY AND MILK INGREDIENTS.

Cocoa Krispies® Chewy Cereal Bar