

# Kellogg's

## Keebler® Elf® Grahams Chocolate, 1 oz. ounce equivalent



**SKU # 30100-40239**

### Food Description

Character-shaped, bite-size chocolate-flavored grahams. Whole grain rich with whole grain first ingredient (9g per serving). Meets requirements for a good source of calcium and Vitamin A. No high fructose corn syrup. Meets 1 oz. equivalent grain. Buy American compliant.

**Smart Snack Approved**

### Keebler® Elf® Grahams Chocolate

- **Product Specifications**
- Sku with Check Digit: 30100-40239-5
- Package Size: 1 oz.
- Case Pack: 150 servings
- Cube: 1.14 cu. ft.
- Gross Weight: 11.00 lbs.
- Pallet Pattern: 5 layers of 9

<b>Nutrition Facts</b>	Amount/Serving	%DV*	Amount/Serving	%DV*
	<b>Total Fat</b> 4g	<b>6%</b>	<b>Total Carb.</b> 20g	<b>7%</b>
Serv. Size 1 Package (28g)	Sat. Fat 1g	<b>5%</b>	Fiber 2g	<b>7%</b>
	Trans Fat 0g		Sugars 7g	
<b>Calories</b> 120	<b>Cholest.</b> 0mg	<b>0%</b>	<b>Protein</b> 2g	
Fat Cal. 35	<b>Sodium</b> 125mg	<b>5%</b>		
* Percent Daily Values (DV) are based on a 2,000 calorie diet.				
Vitamin A 10% • Vitamin C 0% • Calcium 10% • Iron 6%				

**INGREDIENTS:** WHOLE WHEAT FLOUR, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B<sub>1</sub>], RIBOFLAVIN [VITAMIN B<sub>2</sub>], FOLIC ACID), SUGAR, VEGETABLE OIL (SOYBEAN AND PALM OIL WITH TBHQ FOR FRESHNESS), COCOA PROCESSED WITH ALKALI, CONTAINS TWO PERCENT OR LESS OF CALCIUM CARBONATE, ARTIFICIAL FLAVOR, BAKING SODA, DEXTROSE, SALT, MOLASSES, SOY LECITHIN, VITAMIN A PALMITATE, BHT FOR FRESHNESS.

**CONTAINS WHEAT AND SOY INGREDIENTS.**

NLI#07628



Date Created	01/03/18
NLI #	12704
Kosher Status	OU-D
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	1
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	8 g

Product Name	Elf Grahams Chocolate
Flavor Descriptor	
NLI Description	Specialty Channels
Brand	Keebler

Serving Size	1 Package	
Serving Size g	28	
Serving Size oz		
Amount Per Serving		
Calories	120	
Calories from Fat	35	
		% Daily Value*
Total Fat	4 g	6 %
Saturated Fat	1 g	5 %
Trans Fat	0 g	
Polyunsaturated Fat		
Monounsaturated Fat		
Cholesterol	0 mg	0 %
Sodium	125 mg	5 %
Potassium		%
Total Carbohydrate	20 g	7 %
Dietary Fiber	2 g	7 %
Soluble Fiber		
Insoluble Fiber		
Sugars	7 g	
Sugar Alcohol		
Other Carbohydrate		
Protein	2 g	%
Vitamin A		10 %
Vitamin C		0 %
Calcium		10 %
Iron		6 %
Vitamin D		%
Vitamin E		%
Vitamin K		%
Thiamin		%
Riboflavin		%
Niacin		%
Vitamin B6		%
Folic Acid		%
Vitamin B12		%
Biotin		%
Pantothenic Acid		%
Phosphorus		%
Iodine		%
Magnesium		%
Zinc		%
Selenium		%
Copper		%
Manganese		%
Chromium		%
Molybdenum		%

**Ingredients:**  
 WHOLE WHEAT FLOUR, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SUGAR, VEGETABLE OIL (SOYBEAN AND PALM OIL WITH TBHQ FOR FRESHNESS), COCOA PROCESSED WITH ALKALI, CONTAINS TWO PERCENT OR LESS OF CALCIUM CARBONATE, ARTIFICIAL FLAVOR, BAKING SODA, DEXTROSE, SALT, MOLASSES, SOY LECITHIN, VITAMIN A PALMITATE, BHT FOR FRESHNESS.

**ALLERGEN INFORMATION:**  
 CONTAINS WHEAT AND SOY INGREDIENTS

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

Product information can change at any time.  
 Always refer to product package for current nutrition and ingredient information.

Julia M. Jursinic, MS  
 Sr. Director, Nutrition Labeling & Regulatory Compliance  
 Kellogg Company

Nutrient Contents Per 100g			
Calories	437	Vitamin D	1 IU
Calories from fat	131	Vitamin E	1 IU
Total Fat	14.5 g	Vitamin K	
Saturated Fat	3.8 g	Thiamin	0.34 mg
Polyunsaturated Fat	6.4 g	Riboflavin	0.22 mg
Monounsaturated Fat	3.4 g	Niacin	3.9 mg
Trans Fat	0.2 g	Vitamin B6	0.12 mg
Cholesterol	0 mg	Folic Acid	67 mcg
Sodium	448 mg	Vitamin B12	NA mcg
Potassium	369 mg	Biotin	
Total Carbohydrate	72.3 g	Pantothenic Acid	NA mg
Dietary Fiber	6.0 g	Phosphorus	182 mg
Soluble Fiber	1.1 g	Iodine	
Insoluble Fiber	4.9 g	Magnesium	80 mg
Sugars	24.2 g	Zinc	1.4 mg
Sugar Alcohols	NA g	Selenium	NA mcg
Protein	8.0 g	Copper	NA mg
Vitamin A	1786 IU	Manganese	NA mg
Vitamin C	0 mg	Chromium	
Calcium	357.1 mg	Molybdenum	
Iron	3.9 mg	Moisture	2.5 %
NA = values do not exist or are incomplete.		Ash	2.7 %

GTIN/UPC Code	Type of Package	Net Weight	Servings Per Container
00030100402398	Pouch	1oz (28g)	1
10030100402395	Case		150

\*\*\*Information presented in this document applies to products intended for US consumers only.\*\*\*

\*Note: This document is for technical use only. Please refer to packaging or sales materials for correct trademark usage.\*



**Formulation Statement for Documenting Grains in School Meals  
Required Beginning SY 2013-2014  
(Crediting Standards Based on Grams of Creditable Grains)**

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: Keebler® Elf® Grahams Chocolate

Code No.: 30100 40239

Manufacturer: Kellogg Company

Serving Size: 1 pkg (1 oz) (28 g)

(raw dough weight may be used to calculate creditable grain amount)

**I. Does the product meet the Whole Grain-Rich Criteria:** Yes X No    

(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program)

**II. Does the product contain noncreditable grains:** Yes     No X **How many grams:**

(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of noncreditable grains may not credit towards the grain requirements for school meals).

**III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains), or Group I (ready-to-eat breakfast cereals).** (Different methodologies are applied to calculate servings of the grain component based on creditable grains. Groups A-G use the standard of 16grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight).

Indicate which Exhibit A Group (A-I) the Product Belongs:   B  

Description of Creditable Grain Ingredient*	Grams of Creditable Grain Ingredient per Portion <sup>1</sup> A	Gram Standard of Creditable Grain per oz equivalent (16g or 28g) <sup>2</sup> B	Creditable Amount A ÷ B
Whole Wheat Flour, Enriched Wheat Flour	16.8g	16g	1
<b>A. Total Creditable Amount<sup>3</sup></b>			<b>1</b>

\* Creditable grains are whole-grain meal/flour and enriched meal/flour.

<sup>1</sup> (Serving size) X (% of creditable grain in formula). Please be aware that serving sizes other than grams must be converted to grams.

<sup>2</sup> Standard grams of creditable grains from the corresponding Group in Exhibit A.

<sup>3</sup> Total Creditable Amount must be rounded *down* to the nearest quarter (0.25) oz eq. Do *not* round up.

Total weight (per portion) of product as purchased   1 oz (28 g)  

Total contribution of product (per portion)   1   oz equivalent

I certify that the above information is true and correct and that a   1   ounce portion of this product (ready for serving) provides   1   oz equivalent Grains. I further certify that noncreditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of noncreditable grains may not credit towards the grain requirements for school meals.

Signature

Sr. Director, Nutrition Labeling & Regulatory Compliance

Title

Julia M. Jursinic, MS

1/4/18

1-877-511-5777

Printed Name

Date

Phone Number



## Smart Snacks Product Calculator Results

Brand:  
**Keebler**

Product Name:  
**Elf Grahams Chocolate**

Serving Size:  
**28.00 g**

First Ingredient:  
**Whole Wheat Flour**

Your whole grain product meets all nutrient standards for entrees or snack foods.

## Nutrition Facts

Serving Size 28.00 g ⓘ

Servings Per Container

Amount Per Serving

**Calories** 120

**Calories from Fat** 35

**Total Fat (g)** 4

Saturated Fat (g) 1

Trans Fat (g) 0

**Sodium (mg)** 125

**Carbohydrates**

Sugars (g) 7

Vitamin D (%) NA

Potassium (%) NA

Calcium (%) NA

Dietary Fiber (%) NA

*The person or group responsible for the point of sale to students on campus should verify a product's compliance and print their own Calculator results for documentation intended for compliance purposes. Results from this calculator have been determined by the USDA to be accurate in assessing product compliance with the Federal requirements for Smart Snacks in Schools provided the information is not misrepresented when entered into the Calculator.*

LEADING THE WAY FOR CHILDREN'S HEALTH

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