

K-12

**Feeding
Bright
Futures**



2025

2026

Product and Solutions Guide



Kellanova
Away From Home

Feeding Bright Futures

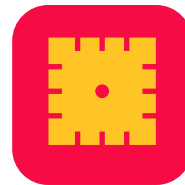


Yummy flavors and wholesome nutrition are just the start of what Kellanova brands offer!

Our K-12 breakfast, snacking, and vegetarian products are formulated specifically for schools, making it simple to satisfy kids and meet both current and future USDA requirements – while providing meals and snacks as delicious as they are nourishing.

Our portfolio is great today, but wait until you see what tomorrow holds! Many of our kid-favorite products feature whole-grain ingredients, vitamins and minerals, and no high fructose corn syrup.* Plus, we're renovating our existing formulas to meet USDA SY27-28 standards for added sugar and sodium, as well as ensuring all products are 100% free from synthetic colors within SY26-27. This way, you can feel confident you're serving up wholesome, parent-approved choices to help students conquer the day.

Together we can drive student participation and help feed their bright futures!



THE IMPORTANCE OF Grains IN SCHOOL NUTRITION



Grains are a great starting point for meals and can serve as a vehicle for other food groups and nutrients.¹

Whole grain-rich foods like waffles, toaster pastries, cereal bars, and crackers are also a big hit with kids – they're quick, convenient, and delicious.



TOP-NOTCH NUTRIENTS

Both whole and enriched grains contain carbohydrates, which our bodies use for energy. Grain-based foods are important sources of key nutrients like iron, zinc, and B vitamins.²

THE NUMBERS ADD UP

Grain-based foods contribute nearly 55% of the fiber consumed in the U.S.³ – while making up less than 10% of the saturated fat and added sugar kids eat each day!²

MORE IS LESS

Whole grains help promote healthy eating in your students. Higher whole grain consumption is associated with decreased risk of being overweight or obese in children and adolescents ages 5-18.⁴

DID YOU KNOW?

Higher whole grain intake has been associated with improved cognitive function in kids and teens!⁵



MAKE GRAINS A STANDARD IN SCHOOL MEALS

When involved parents, dedicated cafeteria managers, and innovative foodservice suppliers work together, greatness is always on the menu! Let's help put our students on the path to a brighter future with nourishing, nutrient-rich grains in every meal.



For more information, contact your Kellanova Sales Representative or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

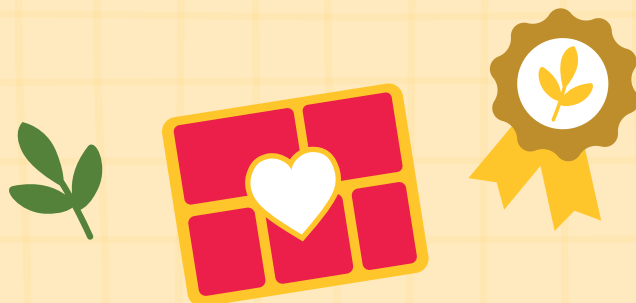
1. Produce for Better Health Hacks to Habits Research, 2022. 2. Papanikolaou Y and Fulgoni III VL. Certain grain foods can be meaningful contributors to nutrient density in the diets of U.S. children and adolescents: data from the National Health and Nutrition Examination Survey, 2009-2012. *Nutrients*. 2017;9(160). 3. Kranz S, Dodd KW, Juan WY, Johnson LK, Jahns L. Whole Grains Contribute Only a Small Proportion of Dietary Fiber to the U.S. Diet. *Nutrients*. 2017 Feb 17;9(2):153. 4. Jakobsen DD, et al. Association between food, beverages, and overweight/obesity in children and adolescents – a systematic review and meta-analysis of observational studies. *Nutrients*. 2023;15:764. 5. Cohen JFW, et al. The effect of healthy dietary consumption on executive cognitive functioning in children and adolescents: a systematic review. *British Journal of Nutrition*. 2016;116:989-1000. ©2026 Kellanova

GREAT *Grains* FOR POWERED-UP PLATES



GRAINS FOR GREATNESS is Kellanova's research-backed program that helps K-12 operators build menus with nutritious, grain-based foods that meet USDA guidelines. It provides insights, tools, and recipe inspiration to serve up creative, compliant meals that boost student participation.

VISIT OUR SITE TO LEARN MORE!



OUR PORTFOLIO

Feeding picky students isn't easy, but our grain-based portfolios make it simple to serve up USDA-approved meals they'll love!



INNOVATIVE RECIPES

We've got convenient, creative recipes for flexible, delicious menus that meet nutritional needs and make students happy.



INFORMATIVE CONTENT

Learn about the importance of grain-based foods – and how our products are student-loved and USDA compliant!




Meets USDA Standards for SY27-28!


Head-of-the-Class Product Renovations

Kellanova doesn't just have nutritious, whole grain-rich portfolios. We're also raising the bar on school nutrition, renovating select K-12 products to meet evolving ingredient standards and USDA's Final Rule for SY27-28.

≤ 12g
Added Sugar Per Serving



≤ 290mg
Sodium Per Serving



100%
Free From Synthetic Colors in SY26-27




These renovations will bring the above in alignment with the nutrition standards of our existing K-12 portfolio.

Case Code	Renovation	Product Description	Case
38000-55130	●	Pop-Tarts® Made With Whole Grain Frosted Strawberry, Single Pack	120ct./1.69oz.
38000-55122	●	Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Single Pack	120ct./1.69oz.
38000-17196	● ●	Pop-Tarts® Made With Whole Grain Frosted Blueberry, Single Pack	120ct./1.69oz.
38000-12070	●	Pop-Tarts® Made With Whole Grain Frosted Fudge, Single Pack	120ct./1.69oz.
38000-29476	●	Eggo® Waffle Graham Crackers	100ct./1.74oz.
38000-24520	●	Eggo® Cinnamon French Toast Graham Crackers	100ct./1.76oz.
38000-14567	●	Kellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made With Whole Grain For Schools	80ct./1.59oz.
38000-26452	● ●	Kellogg's® Rice Krispies Treats® Confetti Bars Made With Whole Grain For Schools	80ct./1.48oz.
28989-97152	●	MorningStar Farms® Original Veggie Sausage Patties CN Labeled	About 11ct./1.34oz.
28989-49938	●	MorningStar Farms® Spicy Black Bean Burgers CN Labeled	48ct./2.9oz.
28989-10409	●	MorningStar Farms® Grillers Prime Veggie Burgers CN Labeled	48ct./2.5oz.
28989-10230	●	MorningStar Farms® Italian Sausage Style Veggie Crumbles CN Labeled	2ct./5lbs.

Nutritious. Delicious. Made to Perform.

For more information, contact your Kellanova Sales Representative or visit KellanovaAwayFromHome.com ©2026 Kellanova



A+ Afterschool Feeding

Meets USDA Standards for SY27-28!

Afterschool Snacking

We can proudly state that **100%** of the portfolios shown below meet **USDA Whole Grain Rich** criteria, and also provide a creditable grain component in the **CACFP*** and **NSLP Afterschool Snack Programs**.

All Our
Grahams
Are CACFP
Compliant!



Apple + Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon



Yogurt + Kellogg's® Bug Bites® Cinnamon Graham Crackers



Carrot Sticks + Cheez-It® Crackers Made With 8g Whole Grain For Schools, Spicy Buffalo

Products Include:

Case Code	Product Description
38000-29476	Eggo® Graham Crackers Original Waffle
38000-24520	Eggo® Graham Crackers Cinnamon French Toast
30100-91829	Kellogg's® 3ct. Grahams Original
30100-91822	Kellogg's® 3ct. Grahams Honey
30100-12695	Kellogg's® Chat Snax Vanilla Crunch Graham Snacks
30100-40213	Kellogg's® Tiger Bites Grahams Original

Case Code	Product Description
30100-50689	Kellogg's® Scooby Doo!™ Baked Graham Cracker Snacks - Cinnamon
30100-12956	Kellogg's® Scooby Doo!™ Baked Graham Cracker Snacks - Chocolate
30100-55644	Kellogg's® Bug Bites® Cinnamon Graham Crackers
24100-79263	Cheez-It® Crackers Made With 9g Whole Grain for Schools, Original
24100-10480	Cheez-It® Crackers Made With 12g Whole Grain for Schools, Original, Vend Size
24100-12431	Cheez-It® Crackers Made With 8g Whole Grain for Schools, Spicy Buffalo

School Suppers

Kellanova's K-12 portfolios are also perfect for **CACFP-compliant afterschool meals** that provide kids the nutrition they need. These tasty offerings from familiar brands **help drive participation and reduce food waste**.

Morning
Star
FARMS®

Eggo®



Eggo® Eggoji™ BBQ Chicken with Cheddar Sandwich



MorningStar Farms® Spicy Black Bean Crumble Tacos



Eggo® Minis & MorningStar Farms® Chik'n & Waffles

For more information, contact your Kellanova Sales Representative or visit [KellanovaAwayFromHome.com](https://www.kellanovawayfromhome.com)

*For more information on how our crackers and grahams count toward the grain component of meals and snacks offered through the Child and Adult Care Food Program, visit <https://www.fns.usda.gov/tn/grain-based-desserts-cacfp>. ©2026 Kellanova

Kellanova
Away From Home

2026 INNOVATION OFFERINGS

Meets USDA Standards for SY27-28!

hooray for a NEW TRAY

Our **NEW** plant-based and bulk products are built for speed-scratch simplicity!



MorningStar Farms® Veggie Whole Grain Breaded Original Chik'n Patty CN Labeled

MorningStar Farms® Veggie Whole Grain Breaded Spicy Chik'n Patty CN Labeled



Chik'n & Waffles featuring Eggo® Eggoji™ Waffles Made With 16g Whole Grain



DIY Parfait featuring Eggo® Froot Loops® Waffles Made With 17g Whole Grain, Bulk



Creamy Mac & Cheese featuring Cheez-It® Crackers Made With 13g Whole Grain, Original, Bulk Case

take snacking to the next grade

Available SY26-27!



NEW innovative K-12 flavors and formats from Pringles Mingles™ and Cheez-It®, made with whole grain!

For more information, contact your Kellanova Sales Representative or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com) ©2026 Kellanova

Kellanova
Away From Home

Breakfast



go FOR EASY STARTS

EGGO IS THE #1 BRAND IN K-12 FROZEN BREAKFAST*

OUR DELICIOUS, INDIVIDUALLY WRAPPED EGGO® PRODUCTS OFFER MENU FLEXIBILITY FOR FOODSERVICE SUCCESS AT BREAKFAST AND BEYOND.

Check out *Eggo® Minis* and *Eggo® Froot Loops®* Waffles for ovenable or thaw & serve success, plus our convenient, ready-to-eat *Eggo®* Grahams. They're all made with nutritious whole grain, ideal as a base for creative dishes and perfect for grab & go meals!

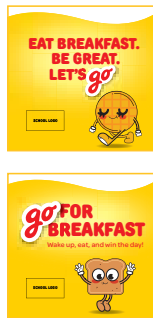


CHECK OUT MORE WAYS TO L'EGGO!

This handy toolkit includes activities designed to excite kids, plus assets for operators to help drive student participation.



DIGITAL MENU BOARDS



CLINGS



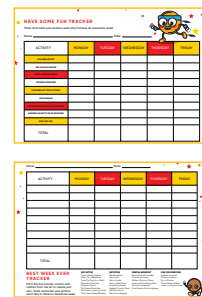
STICKERS



FORTUNE TELLERS



POSTERS



TRACKERS

L'EGGO WITH **Eggo®**

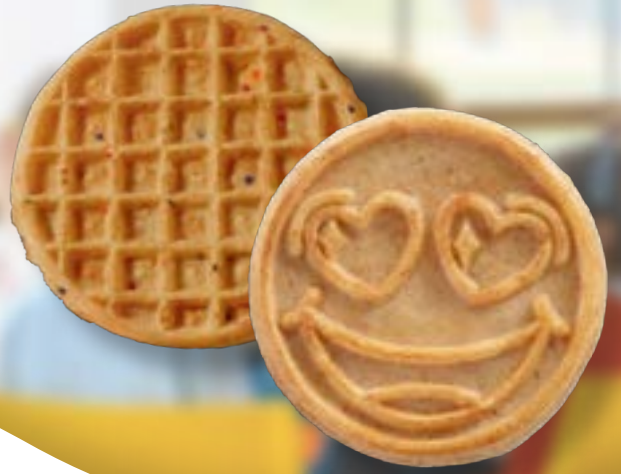
FOR MORE INFORMATION, CONTACT YOUR KELLANOVA SALES REPRESENTATIVE OR VISIT KELLANOVAAWAYFROMHOME.COM

Kellanova
Away From Home

* Circana SupplyTrack®, K-12, Units, Last 12 Months Ending October 2025. ©2026 Kellanova

Breakfast

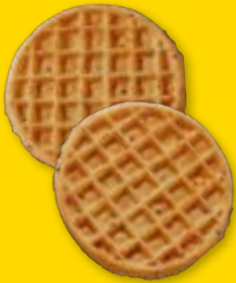
Eggo® BULK



go

FOR SPEED SCRATCH SUCCESS

MAKE K-12 MENUS MORE CONVENIENT WITH BULK OPTIONS OF SELECT
EGGO® PRODUCTS STUDENTS KNOW AND LOVE!



Eggo® FROOT LOOPS waffles

A student-favorite mashup of two classic brands in one delicious product.



Eggo® Eggoji™ waffles

We've got a new and improved flavor, now with more cinnamon – **COMING SY26-27!**

BIG FLAVOR AND WHOLE GRAIN NUTRITION ARE READY FOR YOUR NEXT MENU IDEA – SO GET CREATIVE!



Give your students something to smile about with our fun, educational Eggo® Eggoji™ Activity Kit!



CLICK HERE
TO DOWNLOAD



COLORING PAGES & PUZZLES



STICKERS



TRADING CARDS



PHOTO BOOTH PROPS

L'EGGO WITH Eggo®

FOR MORE INFORMATION, CONTACT YOUR
KELLANOVA SALES REPRESENTATIVE
OR VISIT KELLANOVAAWAYFROMHOME.COM

Kellanova
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Snacking

Kellanova has the Whole Grain-Rich snacks students love



From Breakfast and Treat Bars...



Nutri-Grain® Bars Now With ≤ 12g Added Sugar for SY25-26!



...to Toaster Pastries...



ENT



...and Snack Crackers & Grahams...



ENT

...our portfolio of whole grain-rich, Smart Snack-compliant products are loved by students and easy to serve in and outside of the cafeteria!

ENT

Smart Snack Entree
Qualifies as a grain-only entree under USDA Smart Snack guidelines. All other items pictured meet Smart Snack snack criteria.

For more information, contact your Kellanova Sales Representative or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

Snacking

IT'S TIME TO CELEBRATE

with

Kellogg's

RICE KRISPIES TREATS



HELP STUDENTS CELEBRATE SPECIAL OCCASIONS WITH OUR

CELEBRATION ACTIVITY KIT!

Use this kit for any special occasion, filled with fun activities that students can enjoy in the classroom or in the cafeteria.

BIRTHDAYS

SCHOOL MILESTONES

SCHOOL SPIRIT DAYS

CALENDAR OBSERVANCES

(DIVERSITY AND INCLUSION)



TREAT KIDS TO A PARTY IN EVERY BITE

with Kellogg's Rice Krispies Treats® Bars Made With Whole Grain!



CLICK HERE TO DOWNLOAD THE KIT



Give Your A La Carte Program a Lift



K-12 Merchandising Solutions

Kellanova has the tools to help optimize your A La Carte sales! These handy snack merchandisers are a convenient way to increase program visibility, help promote the products kids love, and boost student participation for increased profitability. **And best of all – they're FREE!**




**Rice Krispies Treats®
Countertop Merchandisers***
Both sized: 12"W x 7"D x 13" H



**Pop-Tarts®
Countertop Merchandisers***
Both sized: 11"W x 4.375"D x 8.875" H



**Rice Krispies Treats®
Fishbowl Merchandiser****
10.5"W x 11.5"D x 7" H



2-Shelf Counter Display
13.75"W x 16.125"D x 25.5" H



5-Shelf Floor Standing Rack
27"W x 18.5"D x 55.5" H

Reach out to your Kellanova sales rep to discuss which merchandising solution is right for you!

PLANET-POSITIVE MEATLESS MEALS

FEED YOUR STUDENTS THE TASTES THEY LOVE AND MAKE A POSITIVE IMPACT!

Today's students are committed to making a difference for the environment with ecologically sound choices. This includes choosing *MorningStar Farms*® vegetarian and vegan options instead of meat.

We worked with climate experts to study the environmental impact of swapping out meat for *MorningStar Farms*® plant-based and vegetarian products. We found that creating a *MorningStar Farms*® food vs. real meat results in measurable benefits like:



33% FEWER GREENHOUSE GAS EMISSIONS¹



73% LESS LAND USAGE¹



86% LESS WATER USAGE¹

ENVIRONMENTAL IMPACT CALCULATOR

Check out our Environmental Impact Calculator to learn more about how *MorningStar Farms*® products help benefit our planet and people.

Our plant-based and vegetarian products are also tasty, nutritious, and a hit with kids!

MorningStar Farms® is the #1 plant-based protein and veggie brand in K-12.²

For an easy, convenient way to add plant-based and vegetarian solutions to your foodservice operation and drive student participation, choose *MorningStar Farms*®.

For more information, contact your Kellanova Sales Representative or visit [KellanovaAwayFromHome.com](https://www.kellanovawayfromhome.com)

1. Product footprint comparisons were assessed by an independent entity using the GHG Protocol Product Standard. Representative MSF products were compared to the most environmentally efficient meat counterparts. Assumptions were made on environmental impacts; actual impacts may vary. All products are compared on a 60g basis. Independent Life Cycle Analysis 2022. https://www.morningstarfarms.com/en_US/veggie-foods-comparison-facts.html 2. Circana SupplyTrack© Last 12M Ending February 2025 (Dollars, K-12). ©2026 Kellanova

**SERVE UP VEGGIE OPTIONS
THAT STUDENTS LOVE!**



2oz. MA
(1 Patty)

MorningStar Farms® Original Veggie Sausage Patties

CN Labeled meatless savory sausage patty seasoned with spices.



2oz. MA
(1 Burger)

MorningStar Farms® Spicy Black Bean Burgers

CN Labeled patty made from black beans, whole kernel corn, tomatoes and mild green chiles.



2oz. MA
(1 Burger)

MorningStar Farms® Grillers Prime Veggie Burgers

CN Labeled vegetarian burger style patty.



1oz. MA
(1/2 Cup)

MorningStar Farms® Italian Sausage Style Veggie Crumbles

CN Labeled vegan meatless sausage style crumbles.



2oz. MA
(4 Nuggets)
1oz. Eq. Grain

MorningStar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets

CN Labeled vegan meatless whole grain breaded chik'n nuggets.



2oz. MA
(5 Wings)

MorningStar Farms® Veggie Buffalo Wings

CN Labeled vegan meatless buffalo wings with a spicy, crispy breaded texture.



Available SY26-27

2oz. MA
(1 Patty)
1oz. Eq. Grain

MorningStar Farms® Veggie Classics Whole Grain Breaded Original Chik'n Patty

CN Labeled vegan whole grain breaded chik'n patty.



Available SY26-27

2oz. MA
(1 Patty)
1oz. Eq. Grain

MorningStar Farms® Veggie Classics Whole Grain Breaded Spicy Chik'n Patty

CN Labeled vegan whole grain breaded chik'n patty with a kick of heat.

ITEM #	PRODUCT DESCRIPTION	CASE
28989-97152	<i>MorningStar Farms® Original Veggie Sausage Patties</i> CN Labeled	About 111ct./1.34oz.
28989-49938	<i>MorningStar Farms® Spicy Black Bean Burgers</i> CN Labeled	48ct./2.9oz.
28989-10409	<i>MorningStar Farms® Grillers Prime Veggie Burgers</i> CN Labeled	48ct./2.5oz.
28989-10230	<i>MorningStar Farms® Italian Sausage Style Veggie Crumbles</i> CN Labeled	2ct./5lb.
28989-97762	<i>MorningStar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets</i> CN Labeled	1ct./10lb.
28989-10407	<i>MorningStar Farms® Veggie Buffalo Wings</i> CN Labeled	1ct./10lb.
28989-10641	<i>MorningStar Farms® Veggie Classics Whole Grain Breaded Original Chik'n Patty</i> CN Labeled Available SY26-27	About 104ct./3.01oz.
28989-10640	<i>MorningStar Farms® Veggie Classics Whole Grain Breaded Spicy Chik'n Patty</i> CN Labeled Available SY26-27	About 104ct./3.01oz.



Cool School Cafe
By Buyers Edge Platform

Bonus Bonanza!

Kellanova is proud to continue its partnership with Cool School Cafe, helping enhance your school's feeding program and making every dollar spent go farther.

Simply make a qualifying purchase of select *Eggo*[®], *MorningStar Farms*[®], *Kellogg's*[®] *Rice Krispies Treats*[®], or *Pop-Tarts*[®] products, and you'll earn valuable bonus points you can redeem towards hundreds of items to enhance your foodservice operation.

We offer a range of Bonus Points programs to meet the needs of every Operator:



**Welcome,
New Operators!**

BONUS PROGRAM

First-time purchasers qualify for 5,000 points*

X2

**Thank You,
Returning Operators!**

**DOUBLE POINTS
BONUS PROGRAM**

Return purchasers qualify for double case points*



**Returning Operators
Rockin' New Menu Items!**

**NEW PURCHASE
BONUS PROGRAM**

Returning purchasers qualify for 10,000 points*

Leverage Cool School Cafe to invest in your school nutrition program!

YOUR POINTS CAN BE REDEEMED FOR:



**Kitchen
Equipment
& Utensils**



Electronics



Apparel



**Marketing &
Student Education
Materials**



**School Nutrition
Association (SNA)
Membership
& Professional
Development**



**Annual SNA
Conference
Registration**

For more information on program details and eligibility requirements, contact your Kellanova Sales Representative or visit KellanovaAwayFromHome.com

*When purchasing at least 20 cases of any Kellanova Away From Home qualifying products during the promotional period (July 1, 2025 - June 30, 2026). ©2026 Kellanova



2025-2026 School Year QUALIFYING PRODUCTS

Code	Product Description	Pack Size	Oz. Eq. Grains	M/MA	Points
Eggo® Single Serve IW Pancakes, Waffles & French Toast Made With Whole Grain					
38000-92560	Eggo® Minis Pancakes Blueberry	72ct./3.03oz.	2	--	35
38000-92562	Eggo® Minis Pancakes Maple Flavored	72ct./3.03oz.	2	--	35
38000-18574	Eggo® Minis Pancakes Confetti	72ct./3.03oz.	2	--	35
38000-92313	Eggo® Minis Waffles Cinnamon	72ct./2.64oz.	2	--	40
38000-92315	Eggo® Minis Waffles Maple Flavored	72ct./2.64oz.	2	--	40
38000-80801	Eggo® Minis French Toast Chocolate Chip	72ct./3.03oz.	2	--	40
38000-80693	Eggo® Minis French Toast Original	72ct./3.03oz.	2	--	40
38000-29443	Eggo® Froot Loops® Waffles Made With 17g Whole Grain	72ct./2.6oz.	2 ¹	--	40
Eggo® Bulk Waffles Made With Whole Grain					
38000-24698	Eggo® Eggoji™ Waffles Made With 16g Whole Grain	144ct./1.23oz.	2 ¹	--	75
Plant-Based & Vegetarian Products CN Label					
28989-97762	MorningStar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets, CN Labeled, Vegan	1ct./10lb.	1 ²	2 ²	155
28989-10407	MorningStar Farms® Veggie Buffalo Wings, CN Labeled, Vegan	1ct./10lb.	--	2 ³	155
28989-10230	MorningStar Farms® Italian Sausage Style Veggie Crumbles, CN Labeled, Vegan	2ct./5lb.	--	1 ⁴	170
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties, CN Labeled	About 111ct./1.34oz.	--	1 ⁵	140
28989-49938	MorningStar Farms® Spicy Black Bean Burgers, CN Labeled	48ct./2.9oz.	--	2 ⁵	145
28989-10409	MorningStar Farms® Grillers Prime Burgers, CN Labeled	48ct./2.5oz.	--	2 ⁵	105
Kellogg's® Rice Krispies Treats® Made With Whole Grain					
38000-11052	Kellogg's® Rice Krispies Treats® Bar Made With Whole Grain for Schools	80ct./1.41oz.	1 ⁶	--	40
38000-26452	Kellogg's® Rice Krispies Treats® Confetti Bar Made With Whole Grain for Schools	80ct./1.48oz.	1 ⁶	--	40
38000-14567	Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain for Schools	80ct./1.59oz.	1 ⁶	--	40
38000-14540	Kellogg's® Rice Krispies Treats® Minis Made With Whole Grain for Schools	600ct./0.42oz.	0.25 ⁶	--	100
Pop-Tarts® Toaster Pastries Made With Whole Grain					
38000-55122	Pop-Tart® Made With Whole Grain Frosted Cinnamon, Single Pack	120ct./1.69oz.	1.25	--	45
38000-55130	Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack	120ct./1.69oz.	1	--	45
38000-12070	Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack	120ct./1.69oz.	1.25	--	45
38000-17196	Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack	120ct./1.69oz.	1	--	45



For more information, contact your Kellanova Sales Representative or visit KellanovaAwayFromHome.com

1. Based on suggested serving size of 2 waffles. 2. Based on suggested serving size of 4 nuggets. 3. Based on suggested serving size of 5 wings. 4. Based on suggested serving size of 1/2 cup. 5. Based on suggested serving size of 1 patty. 6. Based on suggested serving size of 1 bar. ©2026 Kellanova



K-12 Foodservice Solution Center

Your Guide to Feeding Bright Futures

Visit our virtual Foodservice Solution Center to see what's new in Breakfast, Snacking and Plant-Based foods! At KellanovaAwayFromHome.com, you'll find valuable information to support your business and creative ways to meet today's feeding challenges, including:

Marketing & Education



Marketing and educational tools to help showcase your foodservice program and promote parent confidence.

Recipes



Innovative, culturally diverse recipes and menu templates to help drive student participation.

Programs



Up-to-date program and promotions information.

Guides & Sell Sheets



Plus, additional resources to spark your own culinary inspiration!

Product Portfolio

Hellanova Code	Distributor Code	Item Description	Case Pack	Whole Grain Rich	Ounce Equiv. Grain/MA	Buy American Compliant	No Synthetic Colors	CACFP Eligible	Smart Snack (SS) or Smart Snack Entree (ENT)
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WHOLE GRAIN-RICH NUTRI-GRAIN® BREAKFAST BARS (1 OEG VERSIONS)

38000-90819		<p>Nutri-Grain® Breakfast Bar Blueberry for Schools A delicious way to rise and thrive. Whole grain-rich (14g whole grain per serving). Contains 3g dietary fiber per serving (3.5g total fat per serving). No HFCS. Good source of 8 vitamins and minerals. ≤12g Added Sugar Per Serving!</p>	96ct./1.55oz.	✓	1oz.	✓	✓	—	SS
38000-59779		<p>Nutri-Grain® Breakfast Bar Apple Cinnamon for Schools A delicious way to rise and thrive. Good source of 8 vitamins and minerals. Whole grain-rich (14g whole grain per serving). Contains 3g dietary fiber per serving (3.5g total fat per serving). No HFCS. ≤12g Added Sugar Per Serving!</p>	96ct./1.55oz.	✓	1oz.	✓	✓	—	SS
38000-59772		<p>Nutri-Grain® Breakfast Bar Strawberry for Schools A delicious way to rise and thrive. Whole grain-rich (14g whole grain per serving) breakfast bar. Contains 3g dietary fiber per serving (3.5g total fat per serving). No HFCS. Good source of 8 vitamins and minerals. ≤12g Added Sugar Per Serving!</p>	96ct./1.55oz.	✓	1oz.	✓	✓	—	SS



WHOLE GRAIN-RICH NUTRI-GRAIN® BREAKFAST BARS (0.75 OEG VERSIONS)

38000-35845		<p>Nutri-Grain® Breakfast Bar Raspberry Whole grain-rich (10g whole grain per serving) breakfast bar. No HFCS. Good source of 10 essential vitamins and minerals. ≤12g Added Sugar Per Serving!</p>	48ct./1.3oz.	✓	0.75oz.	✓	✓	—	—
38000-35745		<p>Nutri-Grain® Breakfast Bar Blueberry Whole grain-rich (10g whole grain per serving) breakfast bar. No HFCS. Good source of 10 essential vitamins and minerals. ≤12g Added Sugar Per Serving!</p>	48ct./1.3oz.	✓	0.75oz.	✓	✓	—	—
38000-35645		<p>Nutri-Grain® Breakfast Bar Apple Cinnamon Whole grain-rich (10g whole grain per serving) breakfast bar. No HFCS. Good source of 10 essential vitamins and minerals. ≤12g Added Sugar Per Serving!</p>	48ct./1.3oz.	✓	0.75oz.	✓	✓	—	—
38000-35945		<p>Nutri-Grain® Breakfast Bar Strawberry Whole grain-rich (10g whole grain per serving) breakfast bar. No HFCS. Good source of 10 essential vitamins and minerals. ≤12g Added Sugar Per Serving!</p>	48ct./1.3oz.	✓	0.75oz.	✓	✓	—	—
38000-05872		<p>Nutri-Grain® Breakfast Bar Assortment (16 each) Strawberry, Blueberry and Apple Cinnamon Assorted Nutri-Grain® breakfast bars. Varieties include Apple Cinnamon, Blueberry and Strawberry. Specifications for each flavor above. Assortment contains (16) Strawberry, (16) Apple Cinnamon, and (16) Blueberry. ≤12g Added Sugar Per Serving!</p>	48ct./1.3oz.	✓	0.75oz.	✓	✓	—	—



WHOLE GRAIN-RICH POP-TARTS®

38000-55122		<p>Pop-Tart® Made With Whole Grain Frosted Cinnamon, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 11g whole grain per serving, good source of 7 vitamins and minerals, good source of fiber (3g total fat per serving). No HFCS. ≤12g Added Sugar Per Serving by SY26-27!</p>	120ct./1.69oz.	✓	1.25oz.	✓	✓	—	SS
38000-55130		<p>Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 10g whole grain per serving, a good source of 7 vitamins and minerals, and contains 3g dietary fiber per serving (2.5g total fat per serving). No HFCS. ≤12g Added Sugar Per Serving by SY26-27!</p>	120ct./1.69oz.	✓	1oz.	✓	✓	—	SS

Product Portfolio

Kellanova Code	Distributor Code	Item Description	Case Pack	Whole Grain Rich	Ounce Equiv. Grain/MA	Buy American Compliant	No Synthetic Colors	CACFP Eligible	Smart Snack (SS) or Smart Snack Entree (ENT)
 WHOLE GRAIN-RICH POP-TARTS®									
38000-17196		Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 10g whole grain per serving. Contains 3g dietary fiber per serving (2.5g total at per serving). 7 vitamins and minerals. No HFCS. ≤12g Added Sugar Per Serving by SY26-27! 100% Free From Synthetic Colors in SY26-27!	120ct./1.69oz.	✓	1oz.	✓	✓	—	SS
38000-12070		Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 11g whole grain per serving and contains 3g dietary fiber per serving (3g total fat per serving) with 7 vitamins and minerals. No HFCS. ≤12g Added Sugar Per Serving by SY26-27!	120ct./1.69oz.	✓	1.25oz.	✓	✓	—	SS
38000-55125		Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 23g whole grain per serving. Contains 6g dietary fiber per serving (6g total fat per serving). No HFCS. ≤12g Added Sugar Per Serving by SY26-27!	72ct./3.3oz	✓	2.5oz.	✓	✓	—	ENT
38000-55133		Pop-Tarts® Made With Whole Grain Frosted Strawberry, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 21g whole grain per serving, excellent source of 7 vitamins and minerals, excellent source of fiber (5g total fat per serving). No HFCS. ≤12g Added Sugar Per Serving by SY26-27!	72ct./3.3oz	✓	2oz.	✓	✓	—	ENT
38000-17199		Pop-Tarts® Made With Whole Grain Frosted Blueberry, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 21g whole grain per serving, 6g dietary fiber per serving (5g total fat per serving) and an excellent source of 7 vitamins and minerals. No HFCS. ≤12g Added Sugar Per Serving by SY26-27! 100% Free From Synthetic Colors in SY26-27!	72ct./3.3oz	✓	2oz.	✓	✓	—	ENT
38000-12073		Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain Toaster pastries to your menu. 23g whole grain per serving, 6g dietary fiber per serving (6g total fat per serving) and an excellent source of 7 vitamins and minerals. No HFCS. ≤12g Added Sugar Per Serving by SY26-27!	72ct./3.3oz	✓	2.5oz.	✓	✓	—	ENT
 WHOLE GRAIN-RICH RICE KRISPIES TREATS® TREAT BARS									
38000-11052		Hellogg's® Rice Krispies Treats® Bars Made with Whole Grain for Schools Created with an innovative brown rice recipe specially formulated to meet USDA nutritional and whole-grain requirements (1 ounce whole grain equivalent per serving).	80ct./1.41oz.	✓	1oz.	✓	✓	—	SS
38000-14567		Hellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made with Whole Grain for Schools Whole grain-rich (17g whole grain per serving) chocolatey chip crispy marshmallow square made from puffed, oven-toasted whole grain rice cereal. No HFCS. ≤12g Added Sugar Per Serving Within SY26-27!	80ct./1.59oz.	✓	1oz.	✓	—	—	SS
38000-26452		Hellogg's® Rice Krispies Treats® Confetti Bars Made with Whole Grain for Schools Whole grain-rich (17g whole grain per serving) crispy marshmallow square with confetti sprinkles and made from puffed, oven-toasted whole grain rice cereal. No HFCS. ≤12g Added Sugar Per Serving Within SY26-27! 100% Free From Synthetic Colors in SY26-27!	80ct./1.48oz.	✓	1oz.	✓	✓	—	SS
38000-14540		Hellogg's® Rice Krispies Treats® Minis Made with Whole Grain for Schools Created with an innovative brown rice recipe specially formulated to meet USDA nutritional and whole-grain requirements, and deliver the delicious taste that encourages participation.	600ct./0.42oz.	✓	0.25oz.	✓	✓	—	SS

Product Portfolio

Helianova Code	Distributor Code	Item Description	Case Pack	Whole Grain Rich	Ounce Equiv. Grain/MA	Buy American Compliant	No Synthetic Colors	CACFP Eligible	Smart Snack (SS) or Smart Snack Entree (ENT)
Kellogg's® WHOLE GRAIN-RICH GRAHAMS (1 OEG VERSIONS)									
30100-12695		Hellogg's® ChatSnax Vanilla Crunch Graham Snacks Deliver fun & drive a la carte excitement with these delicious fun-shaped vanilla flavored grahams. Whole grain rich (8g whole grain per serving). No HFCS.	210ct./1oz.	✓	1oz.	✓	✓	✓	SS
30100-50689		Hellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon Delightfully crispy, sweet cinnamon graham crackers in fun dog-bone shapes. 8g whole grain per serving. No HFCS.	210ct./1oz.	✓	1oz.	✓	✓	✓	SS
30100-12956		Hellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Chocolate Delightfully sweet chocolate graham crackers in fun dog-bone shapes. 8g whole grain per serving. No HFCS or synthetic colors.	210ct./1oz.	✓	1oz.	✓	—	✓	SS
30100-55644		Hellogg's® Bug Bites® Cinnamon Graham Crackers These delightful treats are cinnamon-flavored, bug-shaped graham crackers for goodness in every bite with 8g of whole grain in each serving. No HFCS.	210ct./1oz.	✓	1oz.	✓	✓	✓	SS
30100-40213		Hellogg's® Tiger Bites Graham Original These delightful treats feature tasty tiger-shaped graham crackers. Made with 9g whole grain per serving. No HFCS.	150ct./1oz.	✓	1oz.	✓	✓	✓	SS
30100-91822		Hellogg's® Honey Graham Made with a sweet taste of honey and are a perfect addition to breakfast, lunch or snacking. Contains 8g of whole grain per serving. No HFCS.	150ct./3ct.	✓	1oz.	✓	✓	✓	SS
30100-91829		Hellogg's® Original Graham Perfectly-baked crispness and delectably sweet flavor. 8g of whole grain per serving and no HFCS. Ready to eat for breakfast, lunch or snack time.	150ct./3ct.	✓	1oz.	✓	✓	✓	SS

Eggo® WHOLE GRAIN-RICH GRAHAMS (2 OEG VERSIONS)

38000-29476		Eggo® Original Waffle Graham Crackers Whole grain-rich (17g whole grain per serving) bite-sized waffle-shaped grahams. Made with no high fructose corn syrup and colors and flavors from natural sources. ≤12g Added Sugar Per Serving by SY26-27!	100ct./1.74oz.	✓	2oz.	✓	✓	✓	ENT
38000-24520		Eggo® Cinnamon French Toast Graham Crackers Whole grain-rich (17g whole grain per serving) bite-sized french toast-shaped grahams. Made with no high fructose corn syrup and colors and flavors from natural sources. ≤12g Added Sugar Per Serving by SY26-27!	100ct./1.76oz.	✓	2oz.	✓	✓	✓	ENT

Eggo® WHOLE GRAIN-RICH SINGLE SERVE IW PANCAKES, WAFFLES & FRENCH TOAST

38000-92560		Eggo® Minis Pancakes Blueberry Individually wrapped whole grain-rich (35g whole grain per serving) mini pancakes with blueberry flavor in ovenable packaging. No HFCS. Made with colors and flavors from natural sources. Good source of 6 vitamins and minerals.	72ct./3.03oz.	✓	2oz.	✓	✓	✓	ENT
38000-92562		Eggo® Minis Pancakes Maple Flavored Individually wrapped whole grain-rich (35g whole grain per serving) mini pancakes with maple flavor in ovenable packaging. No HFCS. Colors and flavors from natural sources. Good source of 6 vitamins and minerals.	72ct./3.03oz.	✓	2oz.	✓	✓	✓	ENT
38000-18574		Eggo® Minis Pancakes Confetti Individually wrapped whole grain-rich (35g whole grain per serving) mini pancakes with birthday cake flavor in ovenable packaging. No HFCS. Made with colors and flavors from natural sources. Good source of 6 vitamins and minerals.	72ct./3.03oz.	✓	2oz.	✓	✓	✓	ENT

Product Portfolio

Hellanova Code	Distributor Code	Item Description	Case Pack	Whole Grain Rich	Ounce Equiv. Grain/ MA	Buy American Compliant	No Synthetic Colors	CACFP Eligible	Smart Snack (SS) or Smart Snack Entree (ENT)
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WHOLE GRAIN-RICH SINGLE SERVE IW PANCAKES, WAFFLES & FRENCH TOAST

38000-92313		Eggo® Minis Waffles Cinnamon Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct./ 2.64oz.	✓	2oz.	✓	✓	✓	ENT
38000-92315		Eggo® Minis Waffles Maple Flavored Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct./ 2.64oz.	✓	2oz.	✓	✓	✓	ENT
38000-80801		Eggo® Minis French Toast Chocolate Chip Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct./ 3.03oz.	✓	2oz.	✓	✓	✓	ENT
38000-80693		Eggo® Minis French Toast Original Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct./ 3.03oz.	✓	2oz.	✓	✓	✓	ENT
38000-29443		Eggo® Froot Loops® Waffles Made With 17g Whole Grain Individually wrapped whole grain-rich waffles in ovenable packaging. No HFCS. Made with colors and flavors from natural sources. Good source of 8 vitamins and minerals.	72ct./ 2.6oz.	✓	2oz. (2 waffles)	✓	✓	✓	ENT



WHOLE GRAIN-RICH BULK WAFFLES

38000-24698		Eggo® Eggoji™ Waffles Made With 16g Whole Grain Crafted with delicious ingredients including whole grains (16g whole grain per 2 waffle serving). Heat or thaw & serve for ultimate flexibility. No HFCS. Good source of 8 vitamins and minerals. Reformulated Flavor for SY26-27!	144ct. (12/12ct.)	✓	2oz. (2 waffles)	✓	✓	✓	ENT
38000-33169		Eggo® Froot Loops® Waffles Made With 17g Whole Grain, Bulk Case Available SY2026-27 Bulk-format whole grain-rich waffles for convenient speed scratch menuing. No HFCS. Made with colors and flavors from natural sources. Good source of 8 vitamins and minerals.	144ct. (12/12ct.)	✓	2oz. (2 waffles)	✓	✓	✓	ENT



WHOLE GRAIN-RICH SNACK CRACKERS

24100-79263		Cheez-It® Crackers Made With 9g Whole Grain, Original The crowd favorite flavor of Cheez-It® is made with 9g of whole grain per 21-grams serving size. Ideal companion for lunches, mid-day and after-school snacks. Each cracker has been baked to perfection and is made with 100% real cheese.	175ct./ 0.75oz.	✓	1oz.	✓	✓	✓	SS
24100-10480		Cheez-It® Crackers Made With 12g Whole Grain, Original, Vend Size Help satisfy students with Cheez-It® Made with 12g Whole Grain Baked Snack Crackers. Bite-size cheese crackers baked to crispy perfection and made with 100% real cheese.	60ct./ 1oz.	✓	1.5oz.	✓	✓	✓	SS

Product Portfolio

Hellanova Code	Distributor Code	Item Description	Case Pack	Whole Grain Rich	Ounce Equiv. Grain/ MA	Buy American Compliant	No Synthetic Colors	CACFP Eligible	Smart Snack (SS) or Smart Snack Entree (ENT)
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WHOLE GRAIN-RICH SNACK CRACKERS

24100-12431		Cheez-It® Crackers Made With 8g Whole Grain, Spicy Buffalo Help satisfy students with the spicy kick of Cheez-It® Made with 8g Whole Grain Baked Snack Crackers, Buffalo flavored. Bite-size snack crackers baked to crispy perfection and made with 100% real cheese.	175ct./ 0.75oz.	✓	1oz.	✓	✓	✓	SS
24100-12799		Cheez-It® Crackers Made With 8g Whole Grain, Cheese Pizza Available SY2026-27 Help satisfy students with Cheez-It® Made with 8g Whole Grain Baked Snack Crackers in kid-favorite Cheese Pizza flavor. Bite-size cheese crackers are baked to crispy perfection and made with 100% real cheese.	175ct./ 0.75oz.	✓	1oz.	✓	✓	✓	SS
24100-12802		Cheez-It® Crackers Made With 13g Whole Grain, Original, Bulk Case Available SY2026-27 Speed scratch cooking is easy with Cheez-It® Made with 13g Whole Grain Baked Snack Crackers in a convenient Bulk Case format. Bite-size cheese crackers are baked to crispy perfection and made with 100% real cheese.	4ct./ 48oz.	✓	29 Crackers (30g)= 1.5oz./ 20 Crackers (21g)= 1 oz.	✓	✓	✓	ENT



WHOLE GRAIN-RICH PUFFED SNACKS

38000-33245		Pringles® Mingles™ Made With 8g Whole Grain Puffed Snacks, BBQ Sauce & Chicken Nuggets Available SY2026-27 Crispy, puffy bites made with 8g whole grain, in bold BBQ Sauce & Chicken Nuggets flavor selected by students. Colors and flavors from natural sources and no synthetic preservatives.	90ct./ 0.74oz.	✓	1oz.	✓	✓	✓	SS
38000-33256		Pringles® Mingles™ Made With 8g Whole Grain Puffed Snacks, Pepperoni & Cheese Pizza Available SY2026-27 Crispy, puffy bites made with 8g whole grain, in bold Pepperoni & Cheese Pizza flavor selected by students. Colors and flavors from natural sources and no synthetic preservatives.	90ct./ 0.74oz.	✓	1oz.	✓	✓	✓	SS
38000-33241		Pringles® Mingles™ Made With 8g Whole Grain Puffed Snacks, Zesty Lime & Chili Available SY2026-27 Crispy, puffy bites made with 8g whole grain, in bold Zesty Lime & Chili flavor selected by students. Colors and flavors from natural sources and no synthetic preservatives.	90ct./ 0.74oz.	✓	1oz.	✓	✓	✓	SS



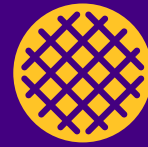
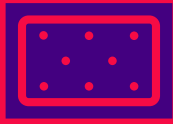
VEGGIE - CN LABELED

28989-97152		MorningStar Farms® Original Veggie Sausage Patties CN Labeled Vegetarian and seasoned with an aromatic blend of spices. Each 1.34oz. patty is vegetarian. Good source of protein (9g per serving) and 1oz. equivalent meat alternate. 100% Free From Synthetic Colors in SY26-27!	About 111ct./ 1.34oz.	N/A	1oz. MA	✓	—	✓	—
28989-49938		MorningStar Farms® Spicy Black Bean Burgers CN Labeled Vegetarian black bean patty with southwestern flavor. Excellent source of protein (14g per serving) and 2oz. equivalent meat alternate. ≤290mg Sodium Per Serving in SY27-28!	48ct./ 2.9oz.	N/A	2oz. MA	✓	✓	✓	—
28989-10409		MorningStar Farms® Grillers Prime Veggie Burgers CN Labeled Vegetarian with colors and flavors from natural sources. Excellent source of protein (16g per serving) and 2oz. equivalent meat alternate. ≤290mg Sodium Per Serving in SY27-28!	48ct./ 2.5oz.	N/A	2oz. MA	✓	✓	✓	—

Product Portfolio

Hellanova Code	Distributor Code	Item Description	Case Pack	Whole Grain Rich	Ounce Equiv. Grain/ MA	Buy American Compliant	No Synthetic Colors	CACFP Eligible	Smart Snack (SS) or Smart Snack Entree (ENT)
28989-10230		MorningStar Farms® Italian Sausage Style Veggie Crumbles CN Labeled Make any recipe that calls for ground sausage vegan-friendly. Good source of protein (12g per 1/2 cup serving) and 1oz. equivalent meat alternate. ≤290mg Sodium Per Serving in SY27-28!	2ct./5lb.	N/A	1/2 cup = 1oz. MA	✓	✓	✓	—
28989-97762		MorningStar Farms® Veggie Classics Whole Grain Breaded Chik'n Nuggets CN Labeled Seasoned vegan nuggets with a crispy outside and tender inside. Good source of protein (12g per 4-nugget serving; 2oz. equivalent meat alternate, 1oz. grain).	10 lb.	✓	4 nuggets = 2oz. MA 1oz. Grain	✓	✓	✓	—
28989-10407		MorningStar Farms® Veggie Buffalo Wings CN Labeled Crispy outside and tender inside. These vegan buffalo wings are a good source of protein (14g per 5-wing serving) and 2oz. equivalent meat alternate. Made with 100% plant protein.	10 lb.	N/A	5 wings = 2oz. MA	✓	✓	✓	—
28989-10641		MorningStar Farms® Veggie Whole Grain Breaded Original Chik'n Patty CN Labeled Available SY2026-27 Vegan patty made with whole grain breading for a crispy crunch and juicy interior. Made with 100% plant protein. Provides 2oz. equivalent meat alternate and 1oz. grain.	104ct./3.01oz.	✓	2oz. MA 1oz. Grain	✓	✓	✓	—
28989-10640		MorningStar Farms® Veggie Whole Grain Breaded Spicy Chik'n Patty CN Labeled Available SY2026-27 Vegan patty made with whole grain breading for a crispy crunch with a kick of heat. Made with 100% plant protein. Provides 2oz. equivalent meat alternate and 1oz. grain.	104ct./3.01oz.	✓	2oz. MA 1oz. Grain	✓	✓	✓	—





K-12

**Feeding
Bright
Futures**

2025

2026

Product and Solutions Guide

