



Attached Divisions 65
Super Class 2 - GROCERY - DRY
Class 22 - GROCERY, DRY
Category 167 - BAKERY, SHELF STABLE
Group 1425 - PASTRIES, CAKES & PIES, SHELF STABLE
Manufacturer Number 451 - KELLOGG SALES COMPANY
Manufacturer GLN Number 0038000000010
Minority Code 1 - NA
Brand Name KELLOGGS
Brand Type 1 - National
Country of Origin - Grown/Harvested US - United States
Country of Origin - Processed

Primary ASYS # 3839784
Secondary ASYS #
Primary PSYS # 947358
Product Master # 8684790
USF Product # 8684790
Manufacturer Product # 3800055130
Item ID 150958182
Cash and Carry Eligible No

Core

Product Description	PASTRY, POP TART STRAWBERRY WHOLE GRAIN SHELF STABLE SS	Catch Weight Item	No
Manufacturer Description		Sales Pack Size	120/1.76 OZ
Customer Description		Purchase Pack Size	120/1.76 OZ
ASYS Description	PASTRY, POP TART STWBW WHL	Sales UOM	CA
Retail Description		Smallest Sales Pack Unit	CA
Additional Description	PRODUCT OF THE US. THE ITEM IS A GOOD FIT FOR: CONVENIENCE STORES, RECREATION, LODGING, TRANSPORTATION, BUSINESS & INDUSTRY, PRIMARY/SECONDARY SCHOOLS, COLLEGES / UNIVERSITIES, HOSPITALS, VENDING/OFFICE COFFEE SERVICE, CATERERS, MILITARY, CORRECTIONS, FOR BREAKFAST, FOR SNACK, GREAT ON-THE-GO CONVENIENCE, DISPLAY PACK.	Each Conversion Factor	1
Brand Owner Name		Smallest Sales Pack USF Product #	
SCC	00038000551307	Kosher Certified	
GTIN	00038000551307	Halal Certified	
Barcode Attribute	038000551321	Child Nutrition Label Available	
Retail UPC	038000551314	Beef Grade	
Replacement USF Product Number		Certified Angus Beef (CAB)	
Pre-Frozen USF Product Number	8684790	LFTB and BLBT Free	
Status	Active	0g Trans Fat per serving	
PIM Add Date	04/12/2011	Organic Certified	
Discontinued Date		Made from Renewable Resources	
Meat Buyers Guide		Recyclable	
Approved Manufacturers	000451 KELLOGG SALES COMPANY	Cage Free	
		Rainforest Alliance Certified	
		No FSE	No
		CES Catalog Page Number	

Operation

Purchase Pack Depth	13.313 inches	Sales Pack Depth	13.313 inches
Purchase Pack Width	9.313 inches	Sales Pack Width	9.313 inches
Purchase Pack Height	11.375 inches	Sales Pack Height	11.375 inches
Net Weight	13.2 lbs	Volume	.816 cubic feet
Gross Weight	16.22 lbs	Shelf Life	365 days
Bill of Lading Code	997 - FOODSTUFFS	Guaranteed Shelf Life	120 days
Storage Code	10 - DRY FOOD	Code Date Flag	Yes
Star Category	16:007 - BAKE/DESSERT:SNACKS	Basis	
RRE Flag	No	Mfr Pallet Hi	4
Hazardous	No	Mfr Pallet Ti	15
Handling Instructions	Dry	Is Item a Consumer Unit	No
		Is Trade Item a Base Unit	No



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Household Serving Size 1				QTY UOM RDV		QTY UOM RDV		QTY UOM RDV		A L L E R G E N S		
Pastry				Polyunsaturated		Magnesium		Omega 3		Celery		Not Known
QTY UOM RDV				Fat		Pantothenic		Acids		Crustacean		Not Known
Recommended				Monounsaturated		Acid		Omega 6		Eggs		Not Known
Serving Size				Fat		Biotin		Acids		Fish		Not Known
Serving Size				Other		Riboflavin		Vitamin B6		Milk		Not Known
Servings per				Carbohydrates		Niacin		Vitamin B12		Mustard		Not Known
Trade Item				Ash		Niacin		Vitamin B12		Peanuts		Not Known
Calories per				Zinc		Equivalent		Vitamin		Sesame		Not Known
Serving				Iodine		Thiamin		Beta-		Soy		Contains
Calories from				Folate		Copper		Carotene		Tree Nuts		Not Known
Fat per				Phosphorous		Soluble		Vitamin E		Wheat		Contains
Serving				Nutrient		Fiber		Vitamin K		Allergen -		
Total Fat				Relevant Data		Insoluble				Gluten (other		
Saturated Fat				Provided		Fiber				than Wheat)		
Trans Fat				Nutrient		Alcohol				Gluten Free		
Cholesterol				Relevant Data		Sugar				Certified		
Sodium				Provided Date		Alcohol				Gluten Free		
Total						Water				Halal Certified		
Carbohydrates										Kosher Certified		
Dietary Fiber										Contains		
Total Sugar										Lactose		
Added Sugars										Contains Latex		
Protein										Made with		
Calcium										Gluten Free		
Iron										Ingredients		
Potassium										No MSG Added		
Vitamin C										MSG Free		
Vitamin D										No		
Vitamin A										Nitrate/Nitrites		
										Added		
										Vegan		
										Vegetarian		
										Allergen		1
										Relevant Data		
										Provided		
										Allergen		
										Relevant Data		
										Provided Date		
Ingredients												
WHOLE WHEAT FLOUR, SUGAR, CORN SYRUP, ENRICHED FLOUR WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B1 [THIAMIN MONONITRATE], VITAMIN B2 [RIBOFLAVIN], FOLIC ACID, DEXTROSE, SOYBEAN AND PALM OIL, BLEACHED WHEAT FLOUR, POLYDEXTROSE, GLYCERIN. CONTAINS 2 OR LESS OF FRUCTOSE, WHEAT STARCH, CALCIUM CARBONATE, SALT, LEAVENING SODIUM ACID PYROPHOSPHATE, BAKING SODA, VEGETABLE JUICE FOR COLOR, DRIED PEARS, DRIED APPLES, DRIED STRAWBERRIES, SODIUM STEAROYL LACTYLATE, CITRIC ACID, MODIFIED WHEAT STARCH, DATEM, CORNSTARCH, GELATIN, XANTHAN GUM, BROWN RICE SYRUP, PAPRIKA EXTRACT COLOR, SOY LECITHIN, VITAMIN A PALMITATE, NIACINAMIDE, REDUCED IRON, VITAMIN B6 PYRIDOXINE HYDROCHLORIDE, VITAMIN B2 RIBOFLAVIN, VITAMIN B1 THIAMIN HYDROCHLORIDE.												

Merchandising Business Unit Name	GROCERY & DAIRY - 100001
Merchandising Director Name	VALUE ADDED GROCERY - 10001
Merchandising Desk Name	VALUE ADDED GROCERY SHELF STABLE ~ 1007
Merchandising Category Name	BAKERY DESSERT PRODUCTS & CROUTONS, SHELF STABLE - 19
Merchandising Business Unit Associate	GROCERY & DAIRY
Merchandising Director Associate	TIELBUR
Merchandising Desk Associate	REXING
Product Search Keywords	Retail Ready
Benefits	Whenever you crave a sweet, quick and tasty anytime snack, Kellogg's Pop-Tarts Made with Whole Grain toaster pastries are your go-to choice; Ideal for school breakfast because One Toaster Pastry equals one ounce equivalents of grain. Pop-Tarts Made with Whole Grain toaster pastries in 1-count pouches, packed in 10 count display trays; Jump-start the day with a strawberry-flavored filling encased in a pastry crust and topped with frosting and rainbow sprinkles.
Serving Suggestions	A travel-ready food; Makes a tasty snack anytime of

day	
Preparation Instructions	KELLOGG'S POP-TARTS MADE WITH WHOLE GRAIN FROSTED STRAWBERRY ARE A READY TO EAT FOOD
Cat Seg Type 01	Value
Cat Seg Type 02	Value
Cat Seg Type 03	Value
Cat Seg Type 04	Value
Cat Seg Type 05	Value
Cat Seg Type 06	Value
Cat Seg Type 07	Value
Cat Seg Type 08	Value
Cat Seg Type 08	Value
Cat Seg Type 10	Value

Nutritional Claims & Without

CLAIMS	Value	CLAIMS	VALUE
All Natural USDA		No Added Preservatives	
0g Trans Fat per serving		No Artificial Colors	
Child Nutrition Credit	No	No Artificial Flavors	
Child Nutrition Label Available		No High Fructose Corn Syrup	
Fat Free		No Salt Added	
From cows not treated with rbst		No Sugar Added (NSA)	
Low Calories		Reduced Calories	
Low Cholesterol		Reduced Fat	
Low Fat		Reduced Sodium	
Low Sodium		Uncured	
Made w/o Artificial ingredients: Flavors, Colors, or Added Preservatives		USDA Meal Pattern Requirements Flag	
Made with Whole Grains		Zero Calories	
Minimally Processed			



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Images



Responsibly Sourced

CLAIMS	VALUE	CLAIMS	VALUE
Aquaculture Certification Council Certified		Green Seal Certified	
Best Aquaculture Practices Certified		Made from Renewable Resources	
Biodegradable Products Institute (BPI) Certified Compostable		Made with Post-Consumer Recycled Content	
BPA Non Intent		Marine Stewardship Council Certified	
Cage Free		No Animal By-Products	
Cedar Grove Certified Compostable		Non-GMO Certified	
Certified Angus Beef (CAB)		Organic Certified	
Certified Humane		Organic Claim Agency	
Certified Processed Chlorine Free		Organic Trade Item Code	
Certified Totally Chlorine Free		Program for the Endorsement of Forest Certification (PEFC)	
Contains Prop 65 Regulated Chemicals		Rainforest Alliance Certified	
Dolphin Safe Certified		Raised without Added Hormones	
EPA Compliant Recycled Fiber Certified		No Added Synthetic Hormones	
Fair Trade Certified		Raised without Antibiotics	
Forest Stewardship Council (FSC) Certified		Antibiotic Free	
Free Range		Real California Milk	
Grain Fed/Vegetable Grain Fed		Recyclable	
Grass Fed		Sustainable Forestry Initiative (SFI) Certified	
		UL Eco-Logo Certified	
		USDA BioPreferred Certified	