



Marketing

Attached Divisions 59
Super Class 2 - GROCERY - DRY
Class 22 - GROCERY, DRY
Category 164 - CEREAL, GRAIN & GRITS
Group 1642 - DRY CEREALS, READY TO EAT, SINGLE SERVICE
Manufacturer Number 546 - GENERAL MILLS SALES INC
Manufacturer GLN Number 0016000110205
Minority Code
Brand Name LUCKY CHARMS
Brand Type 1 - National
Country of Origin - Grown/Harvested US - United States
Country of Origin - Processed

Primary ASYS # 1138595
Secondary ASYS #
Primary PSYS # 000000
Product Master # 90278340
USF Product # 90278340
Manufacturer Product # 22489000
Item ID 100090278340
Cash and Carry Eligible No

Core

Product Description	CEREAL, GLUTEN-FREE LOW SUGAR SS CUP SHELF STABLE	Catch Weight Item	No
Manufacturer Description		Sales Pack Size	60/2 OZ
Customer Description		Purchase Pack Size	60/2 OZ
ASYS Description	CEREAL, GLTN/FR LOW SUGAR SS	Sales UOM	CA
Retail Description		Smallest Sales Pack Unit	CA
Additional Description	Lucky Charms Cereal with 25% less sugar is perfect for K-12 meal programs. This frosted and toasted gluten-free whole grain rich cereal with marshmallow pieces comes in ready-to-eat single serve cups for convenient portion control. CACFP eligible, 2 oz equivalent grain, perfect for part of breakfast in the classroom. Each case contains 60 units of	Each Conversion Factor	1
Brand Owner Name	GENERAL MILLS SALES INC.	Smallest Sales Pack USF Product #	
SCC	10016000224893	Kosher Certified	
GTIN	10016000224893	Halal Certified	
Barcode Attribute	10016000224893	Child Nutrition Label Available	
Retail UPC		Beef Grade	
Replacement USF Product Number		Certified Angus Beef (CAB)	
Pre-Frozen USF Product Number		LFTB and BLBT Free	
Status	Active	0g Trans Fat per serving	Yes
PIM Add Date	11/12/2024	Organic Certified	
Discontinued Date		Made from Renewable Resources	
Meat Buyers Guide		Recyclable	
Approved Manufacturers	000546 GENERAL MILLS SALES INC	Cage Free	
		Rainforest Alliance Certified	
		No FSE	No
		CES Catalog Page Number	

Operation

Purchase Pack Depth	16.5 inches	Sales Pack Depth	16.5 inches
Purchase Pack Width	12.25 inches	Sales Pack Width	12.25 inches
Purchase Pack Height	23 inches	Sales Pack Height	23 inches
Net Weight	7.5 lbs	Volume	2.69 cubic feet
Gross Weight	12 lbs	Shelf Life	312 days
Bill of Lading Code	997 - FOODSTUFFS	Guaranteed Shelf Life	120 days
Storage Code	10 - DRY FOOD	Code Date Flag	Yes
Star Category	15:001 - PASTA/RICE & OTHER DRY:CEREAL	Basis	
RRE Flag	No	Mfr Pallet Hi	4
Hazardous	No	Mfr Pallet Ti	9
Handling Instructions	Keep in a cool, dry place	Is Item a Consumer Unit	No
		Is Trade Item a Base Unit	Yes



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Nutritional Values

Household Serving Size	1 container (56g)	QTY UOM RDV	Polyunsaturated Fat	Magnesium	QTY UOM RDV	Omega 3 Acids	QTY UOM RDV	ALLERGENS
Recommended Serving Size	56 g		Monounsaturated Fat	Pantothenic Acid		Omega 6 Acids		Celery Not Known
Serving Size	56 g		Other Carbohydrates	Biotin				Crustacean Does Not Contain
Servings per Trade Item	60		Ash	Riboflavin				Eggs Does Not Contain
Calories per Serving	210		Zinc	Niacin				Fish Does Not Contain
Calories from Fat per Serving			Iodine	Equivalent				Milk Does Not Contain
Total Fat	2.5 g	3%	Folate	Thiamin				Mustard Not Known
Saturated Fat	.5 g	3%	Phosphorous	Copper				Peanuts Does Not Contain
Trans Fat	0 g		Nutrient Relevant Data Provided	Soluble Fiber				Sesame Does Not Contain
Cholesterol	0 mg	0%	Nutrient Relevant Data Provided Date	Insoluble Fiber				Soy Does Not Contain
Sodium	440 mg	19%		Alcohol				Tree Nuts Not Known
Total Carbohydrates	45 g	16%		Sugar				Wheat Does Not Contain
Dietary Fiber	5 g	16%		Alcohol				Allergen - Gluten(other than Wheat)
Total Sugar	12 g			Water				Gluten Free Certified
Added Sugars	12 g	23%						Gluten Free Yes
Protein	5 g							Halal Certified
Calcium	200 mg	15%						Kosher Certified
Iron	5.6 mg	30%						Lactose Free
Potassium	150 mg	4%						Contains Latex
Vitamin C								Made with Gluten Free Ingredients
Vitamin D	6.2 mcg	30%						No MSG Added
Vitamin A								MSG Free
								No Nitrate/Nitrites Added
								Vegan
								Vegetarian
								Allergen Relevant Data Provided
								Allergen Relevant Data Provided Date
Ingredients WHOLE GRAIN OATS, SUGAR, WHOLE GRAIN CORN, CORN STARCH, CORN SYRUP. CONTAINS 2% OR LESS OF: SALT, TRISODIUM PHOSPHATE, GELATIN, COLOR (VEGETABLE AND FRUIT JUICE, CARMIN, SPIRULINA EXTRACT, TURMERIC OLEORESIN, PAPRIKA OLEORESIN), NATURAL AND ARTIFICIAL FLAVOR. VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS.VITAMINS AND MINERALS: CALCIUM CARBONATE, VITAMIN C (SODIUM ASCORBATE), IRON AND ZINC (MINERAL NUTRIENTS), A B VITAMIN (NIACINAMIDE), VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B1 (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), VITAMIN B2 (RIBOFLAVIN), A B VITAMIN (FOLIC ACID), VITAMIN B12, VITAMIN D3.								

Merchandising

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	CEREAL, COLD - 72
Merchandising Business Unit Associate	GROCERY & DAIRY
Merchandising Director Associate	TIELBUR
Merchandising Desk Associate	NAKASONE
Product Search Keywords	PMFall
Benefits	K-12 Regulation Ready. 2 oz Equivalent Grain. Smart Snack Entree Exempt. CACFP Eligible.~Ready-to-eat cup with cereal and marshmallows, convenient for portion control and freshness anywhere.~Dry cereal in 2 oz branded single serve cup. 60 units per case for simplicity and storage ease.~Frosted and toasted whole grain oat & corn cereal with tasty marshmallow pieces. Gluten-free.~25% less sugar than the Original Lucky Charms. No high fructose corn syrup. Whole grain-rich cereal. No certified colors.
Serving Suggestions	ready to enjoy anytime, anywhere
Preparation Instructions	READY TO EAT
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	Yes	No Artificial Colors	
Child Nutrition Credit		No Artificial Flavors	
Child Nutrition Label Available		No High Fructose Corn Syrup	Yes
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



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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	