

Fueling Student Success



Kellanova delivers whole grain-rich foods made for schools, meeting today's USDA standards – and evolving to meet and exceed tomorrow's – so K-12 operators can menu trusted favorites with confidence.

What's On Our Plate

Our goal as your K-12 partner is to provide regulation-ready foods – without sacrificing taste, quality, or ease of menuing. We've established the following targets to best meet the USDA Final Rule added sugar and sodium provisions for SY2027-28*, as well as satisfying additional ingredient considerations:

- ≤ 290mg sodium per serving
- ≤ 12g added sugar per serving
- 100% free from artificial food dyes within the 2026-27 school year

Staying Ahead of the Curve

- *Pop-Tarts® Made With Whole Grain* 1 ct. packs and 1.55 oz. *Nutri-Grain®* bars now feature more whole grains and satisfy USDA added sugar guidelines*
- *The Rice Krispies Treats® Made With Whole Grain* portfolio will be reformulated to be free from FD&C colors and help operators better meet added sugar guidelines* early in SY26-27
- Our entire *Pop-Tarts® Made With Whole Grain* portfolio is now free from synthetic colors
- *Stay tuned for more news on renovations to our graham, bars, and vegetarian/plant-based protein portfolios!*

Student-Inspired, Regulation-Ready Innovations

We're also working on exciting new products that align with USDA SY27-28 guidelines.* Check out the last page to see what's launching soon! **Add them to your bid now to get ahead on planning for next year.**



Menu Must-Flaves for Every Grade

Explore our **USDA Final Rule-ready product portfolio***, designed for easy K-12 compliance and student appeal. We're also planning ahead! The products shown in highlighted cells below are being renovated now, giving you more flexibility and confidence in your future menus.

 Will meet added sugar provision for SY27-28
  Will meet sodium provision for SY27-28
  No synthetic colors within SY26-27

Item #	Distributor #	Product Description	Case	Oz. Eq. Grain (OEG) or M/MA*	Smart Snacks Compliant (SS/Entree)	Added Sugar (g)	Sodium (mg)
28989-97152		MorningStar Farms® Veggie Breakfast Sausage Patties CN Labeled	About 111ct. / 1.34oz.	1 M/MA	-	0	260
28989-49938		MorningStar Farms® Spicy Black Bean Veggie Burgers CN Labeled	48ct. / 2.9oz.	2 M/MA	-	1	320
28989-10409		MorningStar Farms® Grillers Prime Veggie Burgers CN Labeled	48ct. / 2.5oz.	2 M/MA	-	0	320
28989-10230		MorningStar Farms® Italian Sausage Style Veggie Crumbles CN Labeled	2ct. / 5lb.	1/2 Cup = 1 M/MA	-	<1	310
28989-97762		MorningStar Farms® Whole Grain Breaded Chik'n Nuggets CN Labeled	10lb.	4 Nuggets = 2 M/MA, 1 OEG	-	0	330
28989-10407		MorningStar Farms® Veggie Buffalo Wings CN Labeled	10lb.	5 Wings = 2 M/MA	-	2	290
38000-92313		Eggo® Minis Waffles Cinnamon	72ct. / 2.64oz.	2 OEG	Entree	8	210
38000-92315		Eggo® Minis Waffles Maple Flavored	72ct. / 2.64oz.	2 OEG	Entree	8	200
38000-80801		Eggo® Minis French Toast Chocolate Chip	72ct. / 3.03oz.	2 OEG	Entree	11	210
38000-80693		Eggo® Minis French Toast Original	72ct. / 3.03oz.	2 OEG	Entree	11	210
38000-92560		Eggo® Minis Pancakes Blueberry	72ct. / 3.03oz.	2 OEG	Entree	10	210
38000-92562		Eggo® Minis Pancakes Maple Flavored	72ct. / 3.03oz.	2 OEG	Entree	10	210
38000-18574		Eggo® Minis Pancakes Confetti	72ct. / 3.03oz.	2 OEG	Entree	10	210
38000-29443		Eggo® Froot Loops® Waffles Made with 17g Whole Grain	72ct. / 2.6oz.	2 OEG	Entree	5	210
38000-24698		Eggo® Eggoji™ Waffles Made With 16g Whole Grain - Bulk	144ct. / 1.23oz.	2 Waffles = 2 OEG 1 Waffle = 1 OEG	Entree	5	190
24100-79263		Cheez-It® Crackers Made with 9g Whole Grain, Original	175ct. / 0.75oz.	1 OEG	SS	0	150
24100-10480		Cheez-It® Crackers Made with 12g Whole Grain, Original, Vend Size	60ct. / 1oz.	1.5 OEG	SS	0	200
24100-12431		Cheez-It® Crackers Made with 8g Whole Grain, Spicy Buffalo	175ct. / 0.75oz.	1 OEG	SS	0	150
30100-12695		Kellogg's® ChatSnax Vanilla Graham Snacks	210ct. / 1oz.	1 OEG	SS	8	105
30100-50689		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon	210ct. / 1oz.	1 OEG	SS	8	100
30100-12956		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Chocolate	210ct. / 1oz.	1 OEG	SS	8	95
30100-55644		Kellogg's® Bug Bites® Cinnamon Grahams	210ct. / 1oz.	1 OEG	SS	8	100
30100-40213		Kellogg's® Tiger Bites Grahams Original	150ct. / 1oz.	1 OEG	SS	8	100
30100-91822		Kellogg's® Honey Grahams 3ct.	150ct. / 3ct.	1 OEG	SS	5	90
30100-91829		Kellogg's® Original Grahams 3ct.	150ct. / 3ct.	1 OEG	SS	4	100
38000-29476		Eggo® Original Graham Crackers	100ct. / 1.74oz.	2 OEG	Entree	13	170
38000-24520		Eggo® Cinnamon French Toast Graham Crackers	100ct. / 1.78oz.	2 OEG	Entree	13	170
38000-90819		Nutri-Grain® Breakfast Bar Blueberry for Schools	96ct. / 1.55oz.	1 OEG	SS	12	120
38000-59779		Nutri-Grain® Breakfast Bar Apple Cinnamon for Schools	96ct. / 1.55oz.	1 OEG	SS	12	115
38000-59772		Nutri-Grain® Breakfast Bar Strawberry for Schools	96ct. / 1.55oz.	1 OEG	SS	12	140
38000-35845		Nutri-Grain® Breakfast Bar Raspberry	48ct. / 1.3oz.	0.75 OEG	-	11	115
38000-35745		Nutri-Grain® Breakfast Bar Blueberry	48ct. / 1.3oz.	0.75 OEG	-	11	115
38000-35645		Nutri-Grain® Breakfast Bar Apple Cinnamon	48ct. / 1.3oz.	0.75 OEG	-	11	110
38000-35945		Nutri-Grain® Breakfast Bar Strawberry	48ct. / 1.3oz.	0.75 OEG	-	11	130
38000-11052		Kellogg's® Rice Krispies Treats® Bar Made with Whole Grain for Schools	80ct. / 1.41oz.	1 OEG	SS	11	140
38000-14567		Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain for Schools	80ct. / 1.59oz.	1 OEG	SS	12	160
38000-26452		Kellogg's® Rice Krispies Treats® Confetti Bar Made with Whole Grain for Schools	80ct. / 1.48oz.	1 OEG	SS	12	115
38000-14540		Kellogg's® Rice Krispies Treats® Minis Made with Whole Grain for Schools	600ct. / 0.42oz.	0.25 OEG	SS	3	45
38000-55122		Pop-Tarts® Made With 12g Whole Grain Frosted Cinnamon, Single Pack	120ct. / 1.69oz.	1.25 OEG	SS	12	120
38000-55130		Pop-Tarts® Made With 11g Whole Grain Frosted Strawberry, Single Pack	120ct. / 1.69oz.	1 OEG	SS	12	115
38000-17196		Pop-Tarts® Made With 11g Whole Grain Frosted Blueberry, Single Pack	120ct. / 1.69oz.	1 OEG	SS	12	115
38000-12070		Pop-Tarts® Made With 12g Whole Grain Frosted Fudge, Single Pack	120ct. / 1.69oz.	1.25 OEG	SS	12	120
38000-55125		Pop-Tarts® Made With 24g Whole Grain Frosted Cinnamon, Twin Pack	72ct. / 3.3oz.	2.5 OEG	Entree	25	240
38000-55133		Pop-Tarts® Made With 22g Whole Grain Frosted Strawberry, Twin Pack	72ct. / 3.3oz.	2 OEG	Entree	23	230
38000-17199		Pop-Tarts® Made With 22g Whole Grain Frosted Blueberry, Twin Pack	72ct. / 3.3oz.	2 OEG	Entree	23	230
38000-12073		Pop-Tarts® Made With 24g Whole Grain Frosted Fudge, Twin Pack	72ct. / 3.3oz.	2.5 OEG	Entree	24	240

Coming Soon to Your Serving Line

Inspired by input from students and operators, we're creating fresh forms and fun flavors that meet both taste expectations and the nutritional requirements for SY2027-2028.¹



Take a sneak peek at what's available for bid now for your SY2026-2027 menu!



Item #	Distributor #	Product Description	Case	Oz. Eq. Grain (OEG) or M/MA*	Smart Snacks Compliant (SS/Entree)	Added Sugar (g)*	Added Sodium (mg)*
24100-12802		Cheez-It® Crackers Made With 13g Whole Grain, Original, Bulk Case	4ct. / 48oz.	29 Crackers (30g) = 1.5 OEG 20 Crackers (21g) = 1 OEG	-		
38000-33169		Eggo® Froot Loops® Waffles Made With 17g of Whole Grain, Bulk	144ct. / 1.23oz.	2 Waffles = 2 OEG 1 Waffle = 1 OEG	Entree		
28989-10641		MorningStar Farms® Veggie Whole Grain Breaded Original Chik'n Patty CN Labeled	About 104ct./3.01oz.	1 Patty = 2 M/MA, 1 OEG	-		
28989-10640		MorningStar Farms® Veggie Whole Grain Breaded Spicy Chik'n Patty CN Labeled	About 104ct./3.01oz.	1 Patty = 2 M/MA, 1 OEG	-	Meets Target of ≤ 12g Sugar	Meets Target of ≤ 290mg Sodium
38000-33245		Pringles Mingles™ Made With 8g Whole Grain Puffed Snacks, BBQ Sauce & Chicken Nuggets	90ct. / 0.78oz.	1 OEG	SS		
38000-33256		Pringles Mingles™ Made With 8g Whole Grain Puffed Snacks, Pepperoni & Cheese Pizza	90ct. / 0.78oz.	1 OEG	SS		
38000-33241		Pringles Mingles™ Made With 8g Whole Grain Puffed Snacks, Chili & Lime	90ct. / 0.78oz.	1 OEG	SS		

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

1. USDA Child Nutrition Programs: Meal Patterns Consistent With the 2020-2025 Dietary Guidelines for Americans.

*Nutritional Information is preliminary and subject to change. © 2026 Mars Snacking

MARS
SNACKING