

Best in class
K-12 CEREAL SOLUTIONS

Many
gluten-free and
CACFP-eligible
options

Drive participation with the **top flavors** students love!

Delight students with **TASTY everyday** cold breakfast offerings

NO-PREP

Explore all the ways General Mills helps you create excitement and meets your operation's unique needs.

- Regulation-ready choices from students' favorite brands
- Easily served in the cafeteria, classroom and on-the-go
- Expansive portfolio of whole-grain rich options

Meet student preferences with a **variety of formats** that fit every service model



General Mills offers 9 of the top 10 K-12 cereal brands!*

Explore all the ways you can overcome today's challenges by serving nourishing, delicious choices from the brands students know and love.



SCAN HERE FOR MORE DETAILS!



UPC	Distributor Code	PRODUCT DESCRIPTION	OZ EQUIV GRAIN	NO/NO**	GLUTEN-FREE	SMART SNACKS	CACFP-ELIGIBLE
BOWLPAK CEREAL							
100-16000-31879-0		Apple Cinnamon Cheerios™	1	√	√	√	
100-16000-18446-3		Blueberry Chex™	1	√	√	√	√
100-16000-32262-9		Cheerios™	1	√	√	√	√
100-16000-38387-3		Cinnamon Chex™	1	√	√	√	√
100-16000-29444-5		25% Less Sugar Cinnamon Toast Crunch™	1	√		√	√
100-16000-11815-4		Cinnamon Toast Crunch™	1	√		√	
100-16000-31888-2		25% Less Sugar Cocoa Puffs™	1	√		√	
100-16000-33213-3		Corn Chex™	1	√	√	√	√
100-16000-11768-3		Frosted Corn Flakes™	1	√		√	
100-16000-11943-4		Golden Grahams™	1	√		✦	
100-16000-18447-0		Honey Cheerios™	1	√	√	√	√
100-16000-11918-2		Honey Nut Cheerios™	1	√	√	√	
100-16000-11866-6		Honey Nut Chex™	1	√	√	√	
100-16000-11942-7		Kix™	.5	√		√	√
100-16000-31917-9		Lucky Charms™	1		√	√	
100-16000-32263-6		Multigrain Cheerios™	1	√	√	√	√
100-16000-31919-3		Reese's Puffs™	1			√	
100-16000-31921-6		Rice Chex™	1	√	√	✦	√
100-16000-12392-9		Total™ Raisin Bran	1	√		✦	
100-16000-31922-3		25% Less Sugar Trix™	1			√	√
2 OZ EQUIVALENT GRAIN CEREAL CUPS							
100-16000-17262-0		Blueberry Chex™ Cereal Single Serve K12 2 oz Eq Grain	2	√	√	✦	√
100-16000-14883-0		Cinnamon Chex™ Cereal Single Serve K12 2 oz Eq Grain	2	√	√	✦	√
100-16000-14886-1		25% Less Sugar Cinnamon Toast Crunch™ Cereal Single Serve K12 2 oz Eq Grain	2	√		✦	√
100-16000-28932-1		Cinnamon Toast Crunch™ K12 2 oz Eq Grain	2	√		✦	
100-16000-14885-4		25% Less Sugar Cocoa Puffs™ Cereal Single Serve K12 2 oz Eq Grain	2	√		✦	
100-16000-18448-7		Honey Cheerios™ Cereal Single Serve K12 2 oz Eq Grain	2	√	√	✦	√
100-16000-14882-3		Honey Nut Cheerios™ Cereal Single Serve K12 2 oz Eq Grain	2	√	√	✦	
100-16000-14884-7		Lucky Charms™ Cereal Single Serve K12 2 oz Eq Grain	2		√	✦	
100-16000-19567-4		25% Less Sugar Trix™ K12 2 oz Eq Grain	2			✦	√
CEREAL BARS							
100-16000-16854-8		Cinnamon Toast Crunch™ Cereal Bar	2				
100-16000-16853-1		Lucky Charms™ Cereal Bar	2				
100-16000-16856-2		Peach Cheerios™ Cereal Bar	2				

Contact your General Mills sales rep to get started today!
generalmills.com/k12breakfast

*The NPD Group/SupplyTrack®, RTE Cereal in K-12 channel, 12 months ending August 2021, in dollars & pounds

**No Artificial Flavors or Colors from Artificial Sources

✦ This grain-only entrée does not qualify on its own to be sold as a competitive food, but can be served as a competitive food the same day as service or the following day if the school participates in the School Breakfast Program and has designated the item as the entrée in the reimbursable breakfast meal per the USDA Memo SP35-2014: <https://www.fns.usda.gov/cn/grain-entrees-related-smart-snacksschool-standards>