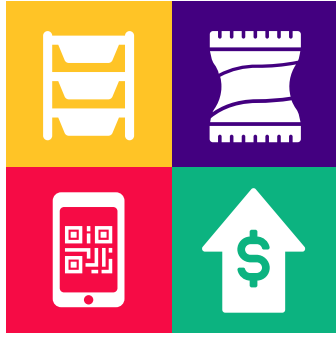


Kellanova



RACK'EM STACK'EM CASH'EM

January 1st - December 31st, 2025



Kellanova helps drive revenue with big profits! Well-planogrammed snack racks can help your operations by optimizing sales. **Take advantage of the rise in consumer snacking** and offer a wide variety of products, featuring top-seller brands at eye-level. **Show us your planogrammed snack racks and you will earn your first fill free!***

Rack

Place a **PARTICIPATING MERCHANDISER RACK** in your account and your Kellanova representative will order and ship it to you.

Stack

PLACE PARTICIPATING SKUS ON YOUR MERCHANDISER RACK, meeting minimum number of participating Kellanova items per rack.
Follow our planogram tips to optimize your rack and boost sales!

Submit

UPLOAD A PHOTO of your completed merchandiser setup to our website through the QR code, along with your qualifying information.



Earn!

EARN YOUR FIRST FREE FILL in the form of a \$25 or \$75 cash back gift card per rack, based on the value of the rack placed.*

*Limit 1 gift card per operator per rack location.

Carry **FOUR** Qualifying Kellanova SKUs and Earn a:

\$25 GIFT CARD*

Carry **EIGHT** Qualifying Kellanova SKUs and Earn a:

\$75 GIFT CARD*

People are snacking more often at Foodservice¹



Snack foods as meals

continue to climb as consumers look for quick bites vs. larger meals. Less grazing on snacks between meals and more combining snacks to make a meal¹



72% of U.S. consumers who snack agree that they enjoy trying **NEW** snacks²

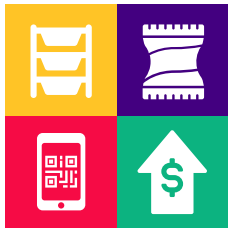


KELLANOVA™ FOODSERVICE MERCHANDISER RACK PROGRAM - RACK'EM STACK'EM CASH'EM

Abbreviated Terms & Conditions. Begins 1/1/25 and ends 12/31/25. Subject to complete terms and conditions at <https://fsinfo4u.com/kellanova/noncommrack2025/>. Offer open only to **Kellanova**® acute Health-care, College & Universities, and Business and Industries Independent, Self-Operated Foodservice Operators located in the fifty (50) United States and District of Columbia who are in good standing with Sponsor during the Promotion Period; and purchasing from their designated Kellanova Sales Representative. Void where prohibited. Sponsor: Kellanova, One Kellogg Square, South Tower, Battle Creek, MI 49016.

1. Circana Eating Patterns in America 2024. 2. Mintel Industry Trend June 11, 2024 ©2025 Kellanova

Kellanova
Away From Home



RACK'EM, STACK'EM, CASH'EM

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Qualifying Products

Item #	Product Description	Case
SALTY SNACKS		
24100-12381	Cheez-It® 36ct. Variety Pack: Cheez-It® Original Snack Crackers 3oz, Cheez-It® White Cheddar Snack Crackers 3oz, Cheez-It Snap'd® Double Cheese 2.2oz, Cheez-It Duoz® Sharp Cheddar & Parmesan Crackers 4.3oz.	36ct. 2.2oz. - 4.3oz.
24100-93646	Cheez-It Grooves® Zesty Cheddar Ranch	6ct./3.25oz.
24100-93647	Cheez-It Grooves® Sharp White Cheddar	6ct./3.25oz.
24100-57715	Cheez-It® Snack Mix Classic	6ct./4.5oz.
24100-57720	Cheez-It® Snack Mix Double Cheese	6ct./3.5oz.
24100-57728	Cheez-It Duoz® Sharp Cheddar and Parmesan	6ct./4.3oz.
24100-11422	Cheez-It® Snap'd® Double Cheese	6ct./2.2oz.
24100-11460	Cheez-It® Snap'd® Cheddar Sour Cream and Onion	6ct./2.2oz.
24100-13434	Cheez-It® Crackers White Cheddar	60ct./2oz.
24100-12322	Cheez-It® Crackers Original	60ct./2oz.
24100-21912	Cheez-It® Crackers Original	60ct./3oz.
38000-84557	Pringles® Original	12ct./1.3oz.
38000-84555	Pringles® Sour Cream & Onion	12ct./1.4oz.
38000-84556	Pringles® Cheddar Cheese	12ct./1.4oz.
38000-18372	Pringles® BBQ	12ct./1.4oz.
38000-84563	Pringles® Original	12ct./2.36oz.
38000-84560	Pringles® Sour Cream & Onion	12ct./2.5oz.
38000-84561	Pringles® Cheddar Cheese	12ct./2.5oz.
38000-18364	Pringles® BBQ	12ct./2.5oz.
38000-13840	Pringles® Original	14ct./5.26oz.
38000-13842	Pringles® Sour Cream & Onion	14ct./5.57oz.
38000-18366	Pringles® BBQ	14ct./5.57oz.
38000-13856	Pringles® Cheddar Cheese	14ct./5.57oz.
38000-28255	Pringles® Mingles™ Cheddar & Sour Cream	6ct./2oz.
38000-28141	Pringles® Mingles™ Sharp White Cheddar & Ranch	6ct./2oz.
SWEET SNACKS		
38000-31732	Pop-Tarts® Frosted Strawberry	72ct./3.3oz.
38000-31132	Pop-Tarts® Frosted Brown Sugar Cinnamon	72ct./3.3oz.
38000-29934	Pop-Tarts® Crunchy Poppers Frosted Strawberry Crunch	48ct./2.1oz.
38000-29930	Pop-Tarts® Crunchy Poppers Frosted Brownie Crunch	48ct./2.1oz.
38000-26547	Rice Krispies Treats® Original	80ct./1.3oz.
38000-28072	Rice Krispies Treats® Homestyle Original	60ct./1.6oz.
38000-30312	Rice Krispies Treats® Chocolatey Peanut Butter	96ct./1.5oz.
193908-00533	RXBAR® Nut Butter & Oat Honey Cinnamon Peanut Butter	72ct./1.9oz.
857777-00430	RXBAR® Chocolate Sea Salt	72ct./1.8oz.
38000-29613	Nutri-Grain® Power-Fulls Soft Baked Oat Bites Strawberry	48ct./2.26oz.
38000-29607	Nutri-Grain® Power-Fulls Soft Baked Oat Bites Chocolate Chip	48ct./2.26oz.

Merchandising Rack Solutions



Floor Snack Rack



Multi-Snack Spinner



Counter Rack

For more information, contact your Kellanova Sales Representative
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