

NEW to C-stores

Special
K cracker
CHIPS
baked snacks

Satisfy
customers' salty,
crunchy cravings
with a wholesome
choice.



Building your business with trusted brands™





Offer the snack consumers want, from the successful brand they know—Special K®



Salty Snacks are the most popular items ordered at Convenience Stores¹, and with over 70% of Americans trying to eat healthier², consumers are looking for a snack like Special K® Cracker Chips. A good source of fiber* and 110 calories per bag, they're a cross between a cracker and a chip delivering an irresistible crispy, airy texture in Sea Salt and Cheddar flavors. Special K® Cracker Chips generated over \$100MM in sales in their first 7 months in FDMx³, and are expected to continue this success in the Convenience channel.

¹ State of the Snack Industry, 2010 Symphony IRI Group

² The NPD Group/Crest®

³ Nielsen FDMx, YTD ending 7-16-11

*Sea Salt contains 2.5g fat, Cheddar contains 3g fat per bag

**Stock up on this
success story today!**

Pouches

**Special K® Cracker Chips
Sea Salt**
UPC Proof of Purchase



**Special K® Cracker Chips
Cheddar**
UPC Proof of Purchase



Trays

**Special K® Cracker Chips
Sea Salt**
UPC Proof of Purchase



**Special K® Cracker Chips
Cheddar**
UPC Proof of Purchase



Cases

Special K® Cracker Chips Sea Salt



Special K® Cracker Chips Cheddar



Special K® Cracker Chips Product Specifications

Product Description	14 Digit Case Code	Tray Code	Pouch Code	Tray / Pkg	Pkg / Case	Pkg Net Wgt (oz)	Cubic Feet	Gross Case Wgt (lbs)	Pallet Load Wgt (lbs)	Cases / Pallet	Cases / Layer	Pouch Dimensions L x W x H	Tray Dimensions L x W x H	Case Dimensions L x W x H
NEW! Special K® Cracker Chips Sea Salt	0 00 38000 58401 5	0 38000 58402 2	0 38000 58403 9	6/6	36	1.06	1.97	3.935	94.44	24	8	6" x 0.5" x 8.5"	11.5" x 6.25" x 7.25"	19.06" x 11.81" x 15.13"
NEW! Special K® Cracker Chips Cheddar	0 00 38000 58398 8	0 38000 58399 5	0 38000 58400 8	6/6	36	1.06	1.97	3.935	94.44	24	8	6" x 0.5" x 8.5"	11.5" x 6.25" x 7.25"	19.06" x 11.81" x 15.13"

For more information, call 877-511-5777 or visit our website at www.kelloggconvenience.com