



SMART SOLUTIONS

For Every Consumer Taste



Get **MORE** from a Leading Brand!



MORE BRAND POWER

With 95% consumer awareness¹, the power of the *Special K*[®] brand is making a big splash in the Convenience channel. *Special K*[®] Bars are ranked at the top for Weight Management in FDMx and driven by significant growth.² The power of the *Special K*[®] franchise has grown with the introduction of more on-target consumer solutions. Now more than ever, consumers are looking for the *Special K*[®] brand, as indicated by their success in FDMx. Take advantage of this powerful portfolio of *Special K*[®] products and be sure to have plenty in stock.

MORE Insight

Ever on-trend, the *Special K*[®] brand has a proven track record of turning deep consumer insight into winning food solutions. Recent trend and behavior reports point to a consumer need for great tasting, on-the-go options with positive nutrition:

- Approximately 42% of consumers say they skip one meal a day or replace one meal with snacks³
- Consumers prefer the benefits of protein over carbohydrates, and will even pay a premium for food and beverages that are protein-focused⁴
- Over 6 out of 10 consumers are drawn to products with new fiber claims⁵
- Cereal and snack bars may benefit as consumers continue to gravitate away from less healthy snack choices such as candy bars⁶

FUELED BY proven insight and innovation, our expanded portfolio of food solutions fit the lifestyles and nutritional desires of your Convenience consumer.

¹ Millward Brown Equity Scorecard, Q2 2010, among Females 25-54 years old

² Nielsen FDMx, 2008-2010

³ NACS Café, May 2010

⁴ DataMonitor Weight Management Trends and Behaviors – 09/2010

⁵ Mintel Attitudes Toward Fiber and Digestive Health, April 2010

⁶ Mintel Oxygen Report – Cereal and Snack Bars – US – March 2010



MORE Choices in the Snack Bar Category

In C-Stores, bars are among the top food purchases and showing growth.¹ Over the last five years, cereal and snack bar sales have risen roughly 50% to nearly \$1.7 billion, and are expected to grow another 43% over the next 5 years in FDMx.²

Snack bar sales suggest that more consumers are gravitating away from less healthy snack choices.² Consumers are looking for a variety of flavors as well as textures to help overcome flavor fatigue. *Special K*[®] Cereal Bars and *Special K*[™] Fruit Crisps will satisfy the C-store audience by offering on-the-go satisfaction from a successful grocery brand.

Cereal Bars

Expanding the successful *Special K*[®] Cereal Bar line, our new Chocolatey Pretzel flavor is sure to appeal to a number of Convenience consumers looking for sweet & salty flavors. This new cereal bar flavor is already the #3 ranked *Special K*[®] Cereal Bar SKU in FDMx and driving significant growth.³ This new offering joins the original Strawberry and Blueberry flavors.

fruit CRISPS

Another big seller in Grocery is *Special K*[™] Fruit Crisps, generating substantial growth since their introduction in 2010.³ Each 100-calorie pouch features two light, crispy, cracker-like crisps with real fruit filling and topped with a lightly sweetened drizzle. Available in Strawberry and Blueberry, these delicious bars are great for consumers looking for different textures in their bar choices and are sure to be a success in the Convenience Channel.



1 The NPD Group/CREST® / YE 09/2010
2 Mintel Oxygen Report – Cereal and Snack Bars – US – March 2010

3 Nielsen, FDMx, 52 weeks ending 03/05/11

MORE from the Brand You Trust

Satisfying consumer need states for portable on-the-go solutions that taste great and provide positive nutrition, *Special K™* Protein Meal Replacement Bars have 3 of the Top 10 Nutritional Bar SKUs – including our Chocolate Peanut Butter flavor, ranking #1.¹ Appealing to both male and female tastes, *Kellogg's™ Special K™* Protein Meal Bars are solid performers driving 37% category growth.¹

Our newest flavor, Chocolate Caramel, is on trend and will bring even more excitement to the line. With consumers buying chocolate flavored bars almost 17% more than last year, and caramel bars almost 9% more², it's easy to see that this new flavor offering will give your consumers delicious satisfaction again and again.

With the protein consumers desire, innovative packaging designed to capture their attention, and a re-sealable bottle that's perfect for on-the-go lifestyles, *Special K™* Protein Shakes are a smart option for your C-Store.

- 53% of consumers are trying to incorporate more protein into their diets compared to a year earlier³
- At commercial smoothie chains, vitamins and protein are tied for the most popular supplements⁴

Ranked within the top 12 Nutritional SKUs in the Grocery Channel and growing double digits⁵, *Special K™* Protein Shakes provide great taste and nutrition that's consistent with the *Special K®* franchise.

Offer the
Expanded Family
of Snacks
from *Special*
K[®]



1 Nielsen C-Store – 52 weeks ending 2.26.11
2 Nielsen ScanTrack C-Store, CY 2010
3 DataMonitor Weight Management Trends and Behaviors – 09/2010
4 Mintel Made-to-order Smoothies and Shakes 12/2010
5 Nielsen FDMx, 52 weeks ending 02.19.11





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