

## Ready to get crunching?

Getting started with Crunch Lab™ is as easy as **visiting our website** or **contacting your General Mills Sales Representative**. You'll get access to **recipes, implementation tips** and **marketing materials**. It's everything you need to get started!

### The Crunch Lab™ kit includes:

- Crunch Lab™ Logo Sneeze Guard Cling
- Recipe Cards
- Product Stickers
- Recipe Guide
- Implementation Tips
- Cereal Bin Cling



Crunch Lab™ Logo Sneeze Guard Cling



Recipe Guide & Implementation Tips



Cereal Bin Label



Recipe Cards

To learn more about Crunch Lab™, please contact **1-800-767-5404** or visit [generalmillscf.com/promotions/crunch-lab](http://generalmillscf.com/promotions/crunch-lab).



## Bring snacking variety to your operation!

Customers are craving **customizable options** — and General Mills' **Crunch Lab™** makes it so easy! Simply convert your salad bar into a **snacking station** loaded with favorites like cereal, dried fruit and pretzels. It's easy to build retail sales too! Just create and package mixes for your **coffee shops** and **C-stores**.



## Why is Crunch Lab™ right for your operation?

Cereal consumption habits are changing — it is no longer viewed as just a breakfast-only item with customers incorporating cereal into their **snack-centric lifestyle**.

### MILLENNIALS' TAKE ON CEREAL

87% of cereal consumers say cereal can be consumed any time of day

*Mintel, Hot & Cold Cereal, US, 2015*

82% of Millennials say cereal makes a great snack—that's 5%-10% higher than older generations

*Mintel, Hot & Cold Cereal, US, 2015*

65% of Millennials want to be able to customize the food they buy

*GMI snacking Forum, 2015*

## GEN Z FOOD TRENDS • KEY UNDERSTANDINGS

Gen Z's need for creativity, customization, adventure and balance reinforces that cereal outside of a bowl is the most relevant path to use

### FOOD ADVENTURE

Food is an adventure where they seek out new experiences and variety with food.

### BALANCING ACT

Reject hard & fast rules around food, embrace a positive "balance" in which all things are OK in moderation.

### YOU DO YOU

Embrace individuality, customization, and doing food their own way. Food must be portable and convenient.

## Where can you feature Crunch Lab™?

Crunch Lab™ can go wherever your customers are! From converting your salad bar to a Crunch Lab™ **snacking station**, to creating **pop-up locations**—it's ideal anywhere, anytime!



### PRICING

*Below SRP includes: Cereal, Cup, Lid, Spoon and Milk Cost*

CEREAL BRAND	COST PER OZ.*	SMALL CUP	SMALL CUP SRP	MEDIUM CUP	MEDIUM CUP SRP	LARGE CUP	LARGE CUP SRP
Cinnamon Toast Crunch™	\$0.31	\$1.19	\$3.99	\$1.44	\$4.79	\$1.60	\$5.29
Cocoa Puffs™	\$0.28	\$1.12	\$3.79	\$1.31	\$4.39	\$1.48	\$4.89
Golden Grahams™	\$0.31	\$1.16	\$3.89	\$1.38	\$4.59	\$1.60	\$5.29
Honey Nut Cheerios™	\$0.31	\$1.13	\$3.79	\$1.35	\$4.49	\$1.53	\$5.09
Lucky Charms™	\$0.29	\$1.18	\$3.99	\$1.35	\$4.49	\$1.53	\$5.09
Trix™	\$0.26	\$1.04	\$3.49	\$1.17	\$3.89	\$1.33	\$4.39

*\*Includes estimated price with distributor markup*