



GROW WITH GRAINS!

INSPIRATION & MERCHANDISING GUIDE



ENERGIZE STUDENTS WITH REGULATION-READY FAVORITES!

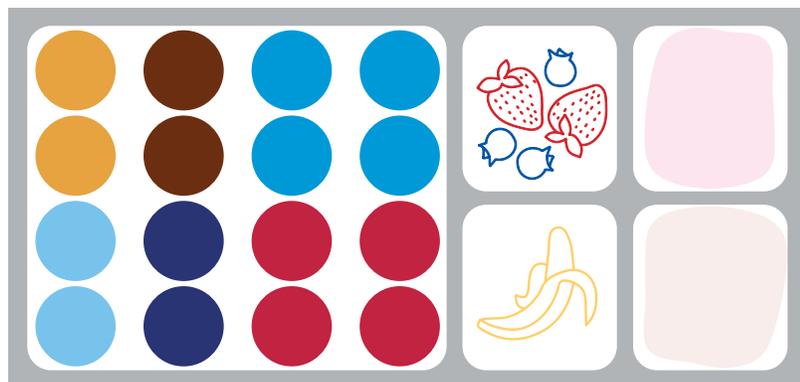
General Mills **2 oz. equivalent grain cereal cups** make it easy for you to give students the nutrition they need, all with just one product for inventory, storage and serving. This guide brings you tips and recommendations on unlocking their full potential.

MERCHANDISING IDEAS

Safely Stack & Display

Using **equipment you already have on hand**, here are ideas on how to showcase your 2 oz. equivalent grain cereal cup offerings for daily use:

- Stack cups between layers of **sheet pans**
- Feature cups in **baskets**
- Display cups on sheet pans in a **baker's rack**
- Convert your **salad bar** into a cereal station: cereal on one side, fruit and yogurt on the other!
- Modify your display for holidays or special days throughout the year (e.g., Have a Lucky Charms™ **takeover** for St. Patrick's Day!)



PAIRINGS

Milk Selection

If you offer different milk choices, consider suggesting these pairings to students to shake up their **cereal milk** experience:

Soy Milk



Fat-free
Chocolate Milk



Ideas From Chef Monica

2 oz. equivalent grain cereal cups are amazing on their own, but they also provide the base for some creative, easy-to-assemble pairings:

UNICORN PARFAIT

Layer yogurt and fruit to create a rainbow of colors and top with an ice cream cone horn. Serve this with **Lucky Charms™** for a magical experience!

BANANA SPLIT

Top a split banana with 3 flavors of yogurt and mixed berries. Offer a cup of **Cocoa Puffs™** on the side.

CRUNCH FOR LUNCH SALAD

Serve a cup of **Blueberry Chex™** in place of croutons for a spinach blueberry salad.



SCAN FOR
MORE IDEAS!



ACTIVITIES

Aside from delivering filling, delicious and nutritious meals, 2 oz. equivalent grain cereal cups can be used in all sorts of exciting ways once the cereal has been enjoyed!

Watch Them Grow

Empty cereal cups are the perfect size to become **planters**. Simply fill with dirt and plant flower seeds or other garden goodies to allow students to see the growing process for themselves. **BONUS:** Have students decorate the cups for even more creative fun!

Sounds Delicious

Empty cups can be made into various **percussion instruments**. Create drums by cutting off sections of the cup to adjust the pitch. Or seal cups with various objects inside to make different sounding maracas (sand, small rocks, buttons, etc.).

Building Blocks for Fun

After cups are rinsed and dried, they can be stacked in any number of ways to **create fun structures and spaces**.

Recycled Snake

Clean, dry cups can be stacked within each other to create a cool, fun **snake** or **dragon shape**. Paint, glue, construction paper and other simple art supplies can be used to bring more personality to the creations!



UPCOMING ACTIVATIONS AND PROGRAMS

From the first day of school to summer feeding programs, General Mills is here to support you and your students with resources throughout the year.



CUPsides These fun, educational videos will offer inspiration to help you merchandise, menu, display, use and reuse 2 oz. equivalent grain cereal cups.

National School Breakfast Week

Download posters, activity sheets and more.

2 Oz. Equivalent Grain Cereal

Cup Hub Explore even more resources and information.

Rebates Save with valuable offers.

Cereal Milk Celebrate World School Milk Day with student-facing posters, social media assets and more.

Crunch for Lunch Celebrate what makes cereal so fun and amazing.

#CEREALMILK22

CRUNCH
for LUNCH

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