



C&U
CHAMPION
cereals



Make your dining hall the place to eat with the six must-have student-loved cereal brands!

- Serve the cereals students know and love—with flavors that taste like home
- Six iconic cereals in one portfolio
- Cold cereal is the #1 item eaten by consumers ages 18-24¹

¹The NPD Group/National Eating Trends® 24 months ending May 2017

C&U CHAMPION *cereals*

BREAKFAST IS NEVER 'BLAH' WITH C&U CHAMPION CEREALS

Boost your dining hall experience by serving **six iconic cereals** with the **flavors that taste like home**. Students will keep coming back for C&U Champion Cereals—brands they know and love.



Swirls of cinnamon

Perfect for breakfast or a late-night snack



Iconic marshmallows

Bring everyone's favorite leprechaun to your dining hall



Chocolate perfection

#1 retail brand in the chocolate segment¹



A touch of honey

Delicious flavor from America's favorite cereal brand²



Oats Bowl-ed or Parfait-ed: versatile & delicious

Granola made with real pieces of the #1 selling-brand³



Made with real Reese's peanut butter

Reese's Puffs® is one of the most popular branded cereals among 18-24 year olds⁴

Product Description	UPC	Unit Size	Pack Size	Case Weight (lbs)	Case Dimensions (L" x H" x W")	Cases/ Layer	Cases/ Pallet
Cinnamon Toast Crunch™	100-16000-11813-0	45 oz	4	12.81	20 x 16.62 x 9.50	10	30
Lucky Charms™	100-16000-11998-4	35 oz	4	10.24	20 x 16.62 x 9.50	10	30
Cocoa Puffs™	100-16000-11988-5	35 oz	4	10.22	20 x 16.62 x 9.50	10	30
Honey Nut Cheerios™	100-16000-11999-1	39 oz	4	11.25	20 x 16.62 x 9.50	10	30
Nature Valley™ Oats 'N Honey	100-16000-27111-8	50 oz	4	14	15.93 x 11.12 x 9.56	12	48
Reese's Puffs®	100-16000-13255-9	35 oz	4	10.70	19.5 x 16.63 x 9.13	10	30

¹ACNielsen Total US XAOC ending 4/27/13

²Based on Nielsen Sales Data, 52 weeks ending 2/9/2013

³ACNielsen \$ Vol, All outlets, 52 Weeks ending 1/25/14

⁴The NPD Group/National Eating Trends® 24 months ending May 2017

Cheerios



NATURE VALLEY



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