



GENERAL MILLS
Foodservice



SMART CHOICES HELP YOUR SALES CLIMB.

Get the on-trend better-for-you brands
your customers want from General Mills.

- Customer-preferred brands including the #1 and #2 share leaders
- Customer-pleasing taste and better-for-you benefits

STRENGTHEN SALES AND SATISFY CUSTOMER DEMAND WITH THESE BETTER-FOR-YOU LEADERS.



Product Description	14 Digit Case UPC	Pack Size	Case Weight (lbs.)	Case Dimensions	Case Layer	Cases Pallet
Oats & Chocolate	100-16000-14652-2	8/16 1.4 oz	12.6	16.06" x 7.25" X 12.06"	10	50



Product Description	14 Digit Case UPC	Pack Size	Case Weight (lbs.)	Case Dimensions	Case Layer	Cases Pallet
Chewy Trail Mix	100-16000-15120-5	8/16 1.2 oz	11	16.06" x 7.25" X 12.06"	10	50
Sweet & Salty Peanut	100-16000-42067-7	8/16 1.2 oz	11	16.06" x 7.25" X 12.06"	10	50
Oats & Honey	100-16000-33530-8	6/18 1.5 oz	13.5	11.87" x 11.5" x 10.12"	16	64



Product Description	14 Digit Case UPC	Pack Size	Case Weight (lbs.)	Case Dimensions	Case Layer	Cases Pallet
Apple Pie	000-21908-41871-1	4/16 1.6 oz	7.56	16.56" x 3" x 10.31"	10	160
Cherry Pie	000-21908-41874-2	4/16 1.7 oz	8.68	16.56" x 3" x 10.31"	10	160
Peanut Butter Cookie	000-21908-41882-7	4/16 1.7 oz	8.68	16.56" x 3" x 10.31"	10	160



Product Description	14 Digit Case UPC	Pack Size	Case Weight (lbs.)	Case Dimensions	Case Layer	Cases Pallet
Traditional	000-16000-12400-4	60/1.75 ct.	8.01	16" x 10" x 12.18"	12	48



Product Description	14 Digit Case UPC	Pack Size	Case Weight (lbs.)	Case Dimensions	Case Layer	Cases Pallet
Kettle Sweet Potato Original	000-21908-81219-9	24/1 oz.	2.2	20" x "13.37" x 7.25"	7	42
Kettle Sweet Potato BBQ	000-21908-81218-2	24/1 oz.	2.2	20" x "13.37" x 7.25"	7	42
Multigrain	000-21908-81233-5	24/1.5 oz.	2.6	20" x "13.37" x 7.25"	7	42
Sweet Potato	000-21908-81237-3	24/1.5 oz.	2.6	20" x "13.37" x 7.25"	7	42
Olive	100-21908-81234-9	24/1.5 oz.	2.6	20" x "13.37" x 7.25"	7	42
Cheddar	100-21908-81226-4	24/1.5 oz.	2.6	20" x "13.37" x 7.25"	7	42
Jalapeno	100-21908-81227-1	24/1.5 oz.	2.6	20" x "13.37" x 7.25"	7	42
Blue Corn	100-21908-81225-7	24/1.5 oz.	2.6	20" x "13.37" x 7.25"	7	42

1 ACNielsen Total US X AOC Ending 8/25/12

2 SPINs, Natural Channel; 52 weeks ending 5/12/12

3 GMI FSD Vol F13 vs. F12 7- AC Nielsen Total US 5 weeks ending 12/29/12

4 SPINs Conventional Data; Total Food, Drug, Mass; Dollar sales: 52 weeks ending 9/29/12



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generalmillsfoodservice.com 1-800-882-5252