

# HOSPITAL CHANNEL GUIDE

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Hospitals have been on the front lines of COVID-19 across the country. We know these past few months have not been easy. Our focus is to support you and your business, and to help offer guidance on adapting to this new normal across the operation – from cafeterias to coffee shops, grab-and-go to bulk service.

**BACK TO BUSINESS:**  
*Let's get there together!*



# Key COVID-19 INSIGHTS & TRENDS IN HOSPITALS

Food is a unifier among hospital caregivers, guests and patients alike, lifting spirits, supporting healing, and driving overall well-being. Visitor limitations, cafeteria shutdowns and reduced staff have changed the ways hospitals – and their foodservice teams – operate. It can be hard to know how to adapt your operation as restrictions lift, elective surgeries resume and visitor policies open up – and we're here to help.



## KEY CDC GUIDANCE FOR HOSPITALS:

As you plan your operation's approach to re-opening, be sure to follow all CDC guidance. We've highlighted some of the latest from both agencies on key aspects for foodservice:

### De-Densifying & Social Distancing

The virus is thought to spread mainly from person-to-person, so social distancing measures are best to help prevent spread.

#### The CDC recommends:

- Restrict the number of workers, patients and visitors in cafeterias, kitchens, and communal areas to maintain 6-foot distance between people
- Space seating in the cafeteria at least 6 feet apart when feasible
- Provide physical guides, such as tape on the floor and signs on walls, to remain 6 feet apart in lines
- Install physical barriers, like plexiglass partitions, in areas where it's difficult to social distance such as cash registers
- Limit large gatherings and events

**TIP: Set up 'order ahead' systems to help limit the dining rush in the cafeteria**

### Menu Guidance & Support

It is possible that a person can get COVID-19 by touching a surface or object that has a virus on it and then touching their own mouth, nose, or possibly their eyes, but this is not thought to be the main way the virus spreads.

#### The CDC recommends:

- Provide grab & go options for meals
- Serve individually plated meals (vs buffet or self-serve stations)
- Use disposable food service items like utensils or dishes
  - Ensure all non-disposable foodservice items are handled with gloves and washed with dish soap and hot water or in a dishwasher
- Leverage pre-packaged boxes or bags for catering events

#### Other ideas from General Mills:

- Simplifying the menu
- Adjusting your staffing and labor approach to manage COVID-19 related changes

## For More Guidance...

<https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control-recommendations.html>

<https://www.cdc.gov/coronavirus/2019-ncov/hcp/hcp-hospital-checklist.html>

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>

# Key COVID-19 INSIGHTS & TRENDS IN HOSPITALS

The healthcare industry has gone through unforeseen changes and transitions due to COVID-19. We know it has not been easy, and our focus as your foodservice partner is to support you and your business, and to offer guidance on adapting to this new normal across the operation – from cafeterias to coffee shops, grab-and-go to bulk service.



## THE TOP COVID-19 CONSUMER TRENDS

The main consumer needs – joy, wellness, ease and values – will not change. But COVID-19 is shifting how those needs are fulfilled and balanced.

### WELLNESS

#### SAFETY

*Fear is driving decisions, and “sanitized” is synonymous with “healthy”*

- Hygiene
- Every business is a health business
- Theater of clean

### JOY

#### COMFORT

*Stress and uncertainty drive people to seek joy in comfort*

- Comfort food
- Smaller indulgences

#### CONNECTION & BELONGING

*Together but apart*

- Virtual connection
- Creating rituals
- Expert experiences

### EASE

#### TECH- ENABLED LIFE

*Better/faster digital solutions will become a way of life*

- Acceleration of e-commerce and digital ordering and delivery

### VALUES

#### GREATER GOOD

*A shift to focus on thinking of the crowd OR fear drives a focus on self protection*

- Community outreach
- Food pantries



# PRODUCTS & SUPPORT FROM GENERAL MILLS

General Mills is here to help you as you navigate the “new normal” in your hospital. With our *beloved brands, product formats to fit every operation, and agile ideas and solutions* – **we are here to support you serve your staff, guests and patients safely!** Here is a preview of all our support and read on in the guide for more detailed insights and solutions.

## CEREAL SOLUTIONS



Cereal is consumers' #1 breakfast item<sup>1</sup>

General Mills cereals brands are known and loved – Cheerios™ is the #1 SKU in hospital's Bowlpak, singlepak and bulk categories<sup>2</sup>

**Ask about new cup cereal assortments and GF offering!**

## YOGURT SOLUTIONS



Yogurt is perfect solution to deliver on taste, health *and* convenience

Yoplait is the #1 yogurt brand in hospitals<sup>3</sup>

**Ask about our rebates for independents & GPOs!**

## BREAKFAST BAKERY SOLUTIONS



Breakfast bakery makes up more than 70% of all breakfast sides<sup>4</sup>

Pillsbury™ is the #1 brand in cinnamon rolls, scones and muffins in hospitals<sup>5</sup>

**Ask about our rebates for independents & GPOs!**

## SANDWICH CARRIERS & SIDES SOLUTIONS



Breakfast sandwiches are the #1 breakfast order at QSRs<sup>6</sup>

Biscuits are among consumers' most-loved breakfast breads, and they're the #1 preferred sandwich carrier<sup>7</sup>

**Ask about our baked biscuits satisfaction guarantee!**

## GRIDDLE SOLUTIONS



Pancakes and waffles meet traditional tastes and act as the canvas for more indulgent, trending and profitable meals

Our mixes and IW offerings are free from artificial flavors and colors from artificial sources

**Ask about our IW items!**

## SNACKS SOLUTIONS



Meets demands ranging from protein to indulgence

Our portfolio of favorites from Nature Valley™ bars (#1 selling bar in the world!<sup>8</sup>) and Larabars™ to Chex Mix™ and Gardetto's™

**Ask about our rebates for independents & GPOs!**

**Keep reading for more ideas and solutions  
to serve these categories in your operation!**

1 Technomic Foodservice Away-From-Home Bakery Products Category Update and Outlook for the U.S. Foodservice Marketplace, May 2019; 2) NPD SupplyTrack Hospitals, L3M through February 2020 ; 3) NPD SupplyTrack, Hospitals, Total Yogurt, \$ volume, L3M through April 2020; 4) 2017 Technomic Breakfast Consumer Trend Report; 5) NPD SupplyTrack, Hospitals, Total Cinnamon Rolls xIW, Total Scones xIW, Total Muffins xIW, \$ volume, L3M through April 2020; 6) Technomic 2017 Breakfast Consumer Trend Report; 7) Datassential Keynote Report; July 2019; 8) NPD SupplyTrack (Foodservice), 12 months ending 12/2018

# Key COVID-19 INSIGHTS & TRENDS IN HOSPITALS

## WELLNESS

### SAFETY

*Fear is driving decisions, and “sanitized” is synonymous with “healthy”*

- Hygiene
- Every business is a health business
- Theater of clean

## INSIGHTS

- Cafeterias experience high traffic, which inherently increases the risk of spreading infections
- Self-serve is a very popular format, but is challenged from safety and perception perspectives
  - 60% of consumers would be comfortable visiting a cafeteria if self-serve was removed<sup>1</sup>
- Grab & Go demand is up as consumers seek the safest options and try to limit time spent in the cafeteria
- Tray dining menus can pose concerns as labor continues to be constrained BOH



## POTENTIAL SOLUTIONS

### Communication:

- **Signage:** Highlight sanitization actions through signage and encourage cleaning staff to be visible – their presence offers reassurance
  - Communicate with floor stickers – they’re easily visible and can help people stay six feet apart
- **Hear from your Consumers:** Use your communication team’s survey tools to send staff a pulse survey on confidence levels, and tailor messaging and actions accordingly

### Self-Serve stations:

- **Food Bars:** Create pre-made offerings leveraging bulk ingredients – like pre-made parfaits, salads, fruit bowls and soups – and place in your salad bar and hot bar spaces
- **Beverages:** Limit fountain beverages and refillable coffee that are harder to keep sanitary. Replace with bottled beverages or have an employee run these stations
- **Utensils & Condiments:** Replace your self-serve condiment and utensil station with individually-wrapped alternatives

### Grab & Go:

- **Increase Offerings:** Add units of current to-go offerings, and increase variety, to meet demand for individually-portioned grab & go
- **Packaging:** Review product offerings that come individually wrapped for the lowest labor or buy packaging in bulk to transition items to grab & go
- **Premium-ize:** Offer more to-go options that can function as a true meal rather than a snack – try a protein snacking plate or loaded parfait

### Tray Service:

- **Downsize Menus:** Simplify menu offerings and feature more versatile, quicker-prep ingredients. This helps modify for fewer BOH staff and helps serve patients with higher quality, faster meals
- **Focus on Fresh:** Steam tray meals have been in decline, and this will continue as consumers seek foods that support immunity. Focus on a few central entrees with versatile ingredients that can be the canvas for healthy produce and protein
  - Yogurt is a great breakfast base, and our low-sodium biscuits are perfect for lunch/dinner!

# Key COVID-19 INSIGHTS & TRENDS IN HOSPITALS

## JOY

### CONNECTION & BELONGING

*Together but apart*

- Virtual connection
- Creating rituals
- Expert experiences

### COMFORT

*Stress and uncertainty drive people to seek*

*joy in comfort*

- Comfort food
- Smaller indulgences

## INSIGHTS

- Food is central to community and well-being, and this is more important than ever in environments characterized by stress or breaks from normal routines, such as a hospital stays
- Foodservice teams make food a joyful highlight of their day for patients, visits and caregivers. It's a key to lifting spirits and helps people feel at ease
- Food is central to community, whether between staff or between patients and their loved ones, and it can be a key to fostering a sense of normalcy



## POTENTIAL SOLUTIONS

### Balance Comfort & Novelty:

- **Comfort Foods:** Familiar foods help bring calm during stressful times
  - Serve classic, familiar meals and brands that patients would have at home
  - The top baked goods are loved because they satisfy needs for comfort<sup>1</sup>. Offer baked goods in to-go packages to brighten days
- **New Flavors:** Food can also offer an escape amidst times of stress, as well as a break from the norm when people have been cooking a few core meals during Stay At Home. Balance your menu to feature comfort foods (above!) and novel flavors

### Connection & Belonging:

- **In-Room Service:** If allowing visitors, expand in-room meal delivery to patients' loved ones so they can enjoy the normalcy and comfort of a shared meal, and limit trips through the hospital to locate meals and snacks
- **Meal Kits:** Offer take-and-back meal kits for staff to bring home and create with family. Shared family moments are more meaningful than ever in times of stress
- **Virtual Connections:** Offer virtual lunch meetings so staff can still have face-to-face time with colleagues and grow connections, while physically apart



# Key COVID-19 INSIGHTS & TRENDS IN HOSPITALS

## EASE

### FLEXIBLE SOLUTIONS

*How to do more with less!*

- *Alternative service models & versatile products that meet these new service model needs*

### TECH-ENABLED LIFE

*Better/faster digital solutions will become a way of life*

- *Acceleration of e-commerce and digital ordering and delivery*

## INSIGHTS

- Online and app ordering/delivery is increasing across consumers' lives, and expectations are growing throughout foodservice
- Existing cafeteria infrastructure and capabilities don't always allow for these service models
- Changes to traditional foodservice offer an opportunity to test alternative service models to meet consumer needs and drive revenue



## POTENTIAL SOLUTIONS

- Order ahead: Use "call-ahead" to get orders in advance for easy pickup
- Curbside: This is a low-contact way to continue serving community members who previously frequented the dining room
- Payroll deduct: Identify services (like Get App) that allow for easy staff payroll deduct to limit cash and card handling
- Recipes: Prioritize recipes and products with longer hold times
- Packaging: Work with manufacturer partners to identify the best to-go packaging solutions that meet your needs (value, recyclable, etc.)

## VALUES

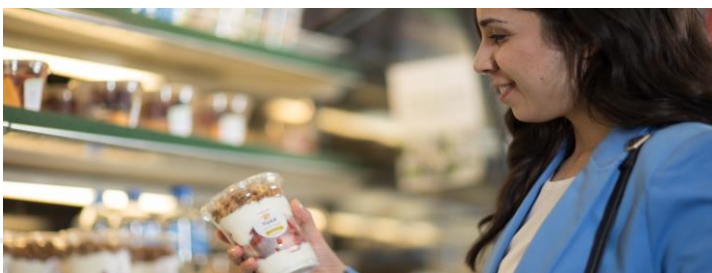
### Greater Good

*Stress causes either 1) a shift to focus on thinking of the crowd or 2) focus on self-protection*

- *Community outreach*
- *Food pantries*

## INSIGHTS

- Hospitals have always played a significant role in their communities, both inside hospital walls and outside
- As we emerge from COVID-19 lockdowns, this will be more evident as ever



## POTENTIAL SOLUTIONS

- Grocery: Implement temporary pop-up grocery stores using foodservice products to meet staffs' grocery needs without extra errands after their shifts. Set perishables up in the unused salad bar like a second cooler, and price at market value
- Community support: People are eager to help their communities. Leverage hospital resources to position excess items for food pantries, and connect staff with non-profits looking for help

# CEREAL SOLUTIONS



## Why cereal?

- Cereal is the #1 breakfast item<sup>1</sup>
- Cereal variety can appeal to a wide range of consumers from taste-first seekers to the health-conscious
- Cereal can be consumed in the morning or as a snack all day long
- Cereal is an easy, low cost option for operators

## Why General Mills?

- General Mills cereals are consumer favorites
- General Mills has the top 3 cereal brands in foodservice<sup>2</sup>
- Cheerios™ is the #1 SKU in hospital's Bowlpak, singlepak and bulk categories<sup>3</sup>
- Nature Valley™ is the #1 granola brand in foodservice<sup>3</sup>
- General Mills is a leader in cereal innovation – from removing artificial colors/flavors to launching a new gluten-free variety pack

## POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

### • Grab & Go

- **Single Serve:** Individual portions are more important than ever. Review bowl pak, cup cereal, single pak and pouch solutions to find the right products for your operation – whether cafeteria, grab & go, mini mart or in-room dining
- **Variety Packs:** Our variety packs have the optimized assortments you need to easily serve the top brands and products – take the time out of planning your cereal mix!
- **Ingredients:** Bulk cereal and granola are popular ingredients in parfaits, snack mixes and more. Keep these customer-loved mainstays by switching to individually-portioned parfaits and individually-bagged snack mixes, sealed for your customers' safety and enjoyment

### • Ideal Assortment

- **Right Set:** Use our Category Management team's expert guidance to build a revenue-driving shelf set, complete with the products and brands your staff and patients love.
  - Our new Back to Business category assortment recommendation is tailored for operators during and post-COVID-19!

*Back to Business  
Category Guidance*



## GENERAL MILLS CEREAL PORTFOLIO



### Bulk Cereal

Lowest cost option and versatile for back-of-house applications and pre-portioned on the go options

### Cup Cereal

Larger sized offering of student loved brands enjoying with milk or on-the-go snacking

### Bowlpak Cereal

Variety of sizes of student loved brands for enjoying with milk or snacking on-the-go

### Singlepak Cereal

Nostalgic “mini” boxes of student favorites for on the go snacking

### Pouch Cereal

Ultimate on-the-go options for cereal snacking

<sup>1</sup>Technomic Foodservice Away-From-Home Bakery Products Category Update and Outlook for the U.S. Foodservice Marketplace, May 2019; <sup>2</sup> The NPD Group/SupplyTrack®, Total Cereal by Brand in Total Foodservice, 12 months ending Jun. 2019, in Millions of Dollars. Does not include volume from Variety Packs; <sup>3</sup> NPD SupplyTrack C&U Bulk Cereal, L3M through February 2020; <sup>4</sup> Product Evaluations Inc. C&U Bulk Cereal Study 2020



# YOGURT SOLUTIONS



## Why yogurt?

- Yogurt delivers on **taste, health and convenience**
- Consumers gravitate toward yogurt when seeking healthier options
- Yogurt appeals across ages and day parts
- Morning meal accounts for 47% of yogurt servings, but there is appeal across lunch, PM snack, and dinner occasions<sup>1</sup>

## Why General Mills?

- Yoplait® is the #1 yogurt brand in hospitals<sup>2</sup>
- Yoplait® is the leader in traditional yogurt
- We have a history of innovation – ParfaitPro® helps operators serve easier, quicker parfaits, Oui® launched simply better, and Go Gurt® revolutionized snacking

## POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

### • Self Serve/Grab & Go Stations

- **Single Serve:** Offer Yoplait® cup yogurt for easy and simple options for students to grab & go
- **Switch to Pre-Made:** Re-purpose self-serve bars with pre-made grab & go items like parfaits, protein snack plates, cup yogurt, etc.
- Leverage our culinary team's ideas on how to tailor your hospital offerings to grab & go amidst COVID-19!

Healthcare Grab & Go  
COVID-19 Recipe  
Collection



### • Made to Order Stations

- **Simplified Menus:** Downsized menus at parfait & smoothie stations can help minimize wait times and lines in the cafeteria. Leverage General Mills' culinary team's ideas for parfait and smoothie recipes for inspiration!



Yoplait Parfait  
Perfection Recipe Book

## GENERAL MILLS YOGURT PORTFOLIO



### Bulk Tubs

Ideal for low volume BOH applications (recipes, etc.)



### ParfaitPro®

Innovative bags save time and make portioning easy for pre-made parfaits and smoothies



### Parfait Kit

Everything you need to pre-make parfaits in one kit! ParfaitPro® yogurt, granola, cups, lids, granola inserts and stickers



### Single-Serve Cups

Convenience for quick grab-and-go occasions, and great for snacks or up-sell at meals

<sup>1</sup> NPD Crest, Year Ending June 2014; <sup>2</sup> NPD SupplyTrack C&U, Total Yogurt, \$ volume, L3M through April 2020

# BREAKFAST BAKERY SOLUTIONS



## Why breakfast bakery?

- Consumers love baked goods – breakfast bakery makes up more than 70% of all breakfast sides<sup>1</sup>
- Baked goods drive breakfast traffic through fresh-baked aroma, building check averages
- Baked goods' hold times make them one of the best breakfast items for grab-and-go
- Bakery offers comfort through nostalgic, sweet flavor, especially key in times of discomfort

## Why General Mills?

- General Mills is a foodservice leader across breakfast bakery
- Pillsbury™ is the #1 brand in muffins, cinnamon rolls and scones<sup>2</sup>
- We offer a wide range of formats and sizes to meet every operation's needs
- Our full breakfast bakery mix, unbaked and baked portfolios have no artificial flavors and no colors from artificial sources

## POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

### • Grab & Go

- **Pack for To-Go:** Package in individual paper bags or boxes for easy, safe enjoyment. Muffins, scones and cinnamon rolls are perfect options!
- **Individually-Wrapped:** Our IW bakery options make breakfast and snacking easier than ever!
- **Invest in Off-Premise:** Baked goods transport well and have great hold time. Include them in clamshells for take-out or meal kits

### • Made to Order

- **Downsized Menus:** Leverage our Category Management experts' recommendations to stock the core bakery items you need to meet consumer needs and speed up service
- **Versatility:** Explore the many ways you can use core SKUs to work across your menus – muffin batter can make muffins, specialty loaves, bars and muffin tops!

### PRODUCTS CONSUMERS ARE LOOKING FOR

#### MUST HAVES: MOST POPULAR ITEMS AMONG CONSUMERS

- **SANDWICHES** – A delicious breakfast and all-day option (Ex: Sausage, Egg & Cheese Biscuit; Bacon & Egg Croissant)
- **MUFFINS** – The most popular flavors are blueberry and chocolate chip
- **CINNAMON ROLL** – Even better with our Gold Medal™ icing!

#### NICE TO HAVES: ADD-ON ITEMS TO ROUND OUT OFFERINGS

- **SCONES** – Flavors like blueberry, chocolate chunk and raspberry. Try jalapeño cheddar for savory!
- **LOAF BREAD** – Offer banana nut or chocolate loaves

#### SIGNATURE ITEMS BRING DIFFERENTIATION TO YOUR OPERATION

**CUSTOM CREATIONS** – Use our recipes to elevate your baked goods and create a signature item

60% of total product offerings

30% of total product offerings

10% of total product offerings



Our category management recommendation

## GENERAL MILLS BREAKFAST BAKERY PORTFOLIO



### Flour

- Ideal for scratch-made operations



### Mix

#### Muffin | Cake

- “Add water only” means minimal skilled labor is required
- Highly versatile for many menu applications from one box



### Unbaked Dough

- Muffin Batter (Pail, TubeSet™, Puck) | Cinnamon Rolls | Scones | Strudels
- Enable fresh-baked breakfast bakery with minimal skilled labor



### Individually Wrapped

#### Strudels | Bagels | Cinnamon Rolls Crescents | Filled Bars

- Eliminates BOH labor and touchpoints
- Individually wrapped for easy on-the-go service

# SANDWICH CARRIERS & SIDES SOLUTIONS



## Why sandwiches?

- Breakfast sandwiches are the #1 breakfast order, and fastest-growing, at QSRs<sup>1</sup>. Hospitals can menu them to keep consumers orders, and dollars, onsite
- Biscuits are among consumers' most-loved breakfast breads<sup>2</sup>
- Biscuits are the #1 preferred sandwich carrier
- Croissants cue to a more elevated offering and add variety!

## Why General Mills?

- Pillsbury® is the #1 brand in frozen biscuits<sup>3</sup>
- Our biscuits and croissants portfolios are free of high fructose corn syrup, artificial flavors and colors from artificial sources
- Our baked biscuits are better than ever, with improved texture and taste

## POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

- **Delivery & Take Out**
  - **Hold Time:** The tender yet sturdy texture of biscuits holds up well for take out. They don't dry out or get soggy like toast or French fries. They also can reheat well!
- **Made to Order**
  - **Customization:** Personalization doesn't need to go away! Serve made-to-order sandwiches all day long to meet the needs of caregivers working around the clock
  - **Versatility:** Use one product (Biscuits or Croissants) to unlock many different sandwich options to mix up the menu with classics and limited time offerings
- **Grab & Go:**
  - **Pre-Made:** Sandwiches hold up well under heat. Make core sandwiches, like a bacon, egg and cheese biscuit, and keep under a heat lamp or in a warmer for easy access
  - **BOH Efficiency:** Use our step-by-step photo recipe guides to easily make the sandwiches your staff and patients love, with today's limited labor and increased safety and packaging needs



*Photo-guided recipes  
for healthcare  
workers*

## GENERAL MILLS SANDWICH CARRIER & SIDES PORTFOLIO



### Flour

- Ideal for scratch-made operations

### Mix

#### Biscuit & Corn Muffin

- "Add water only" means minimal skilled labor is required
- Highly versatile for many menu applications from one box

### Unbaked Dough

#### Biscuits & Croissants

- Easy prep – just place, bake and serve. No skilled labor required
- Bake only what you need

### Baked

#### Biscuits & Croissants

- Just thaw & serve – or heat if desired – for fresh biscuits in minutes
- Ideal for sandwich applications

<sup>1</sup> 2017 Technomic Breakfast Consumer Trend Report; <sup>2</sup> NPD SupplyTrack, 12 months ending Feb 2020



# GRIDDLE SOLUTIONS



## Why griddle?

- Pancakes and waffles deliver are versatile to deliver on traditional tastes and act as the canvas for more indulgent, trending and profitable meals
- Pancakes and waffles are highly craveable
- Griddle meals can deliver on both indulgence and health, depending on menu ingredients and toppings
- Pancakes & waffles have broad appeal across ages and day parts

## Why General Mills?

- We offer a wide range of options to meet all needs
- Our mixes and individually wrapped offerings are free from artificial flavors and colors from artificial sources
- Our IW griddle offerings now have an improved texture for even more delight

## POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

### • Grab & Go:

- **Individually Wrapped:** Griddle classics like pancakes and waffles are quick, easy and safe solutions for on the go breakfast or snacking, and the recognizable Pillsbury™ brand delivers comfort and normalcy

### • In-Room Service

- **Hold Time:** Pancakes and waffles both stay warm & soft during transport – just keep the syrup on the side!
- See our culinary team's tips to tailor items like our griddle offerings to in-room tray service during COVID-19



Healthcare In-Room Dining COVID-19 Recipe Collection



Brunch Take-Out Recipe Collection

## GENERAL MILLS GRIDDLE PORTFOLIO



### Flour

- Ideal for scratch-made operations



### Mix

- “Add water only” means minimal skilled labor is required
- Highly versatile for many menu applications from one box



### IW Griddle

- Eliminates BOH labor and touchpoints
- Individually wrapped for easy on-the-go service

# SNACKS SOLUTIONS



## Why snacks?

- Snack meet a variety of consumer needs ranging from protein fuel to indulgence...individually wrapped and perfect for on-the-go!
- Snacks offer a wide variety of sub-categories and flavors, helping to offer the vital balance you need to meet all consumer needs

## Why General Mills?

- General Mills has a wide portfolio of favorites from Nature Valley™ bars and Larabars™ to Chex Mix™ and Gardetto's™
- Nature Valley™ is the #1 selling bar in the world<sup>1</sup>
- Nature Valley™ is the leader in Grain snacks and has 3 of Top 20 fastest turning items in the category<sup>1</sup>
- Larabar™ offers the vegan, clean label products younger adults are looking for

## POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

### Grab & Go

- Granola and Performance Bars – Straight Pack: Full size cases of the entire Nature Valley™ & Larabar™ product lines. Perfect for hospital cafeterias and retail operations with high traffic locations and plenty of storage
- Granola Bar Variety Packs: Perfect for operators with limited storage space who are looking for the fastest turning bars to drive revenue
- Snacks: Classic snack brands consumers love – Gardetto's™, Chex Mix™, Muddy Buddies™ and Bugles™



<sup>1</sup> NPD SupplyTrack (Foodservice), 12 months ending 12/2018