



GENERAL MILLS
Foodservice



GRAB & GO

THE KING OF FUN IS BACK!



NOW
SMART
SNACK
COMPLIANT

Roll out the fun and help
raise à la carte revenue!



- ✓ **Fruit Roll-Ups™** is rejoining our portfolio of Scooby-Doo™ and Mott's® Fruit-Flavored Snacks to give you even more Smart Snack-compliant choices.
- ✓ Made with **no artificial flavors and no colors from artificial sources with a fruit first ingredient.**
- ✓ Fruit Roll-Ups™ has the highest brand awareness in all fruit snacks.¹

¹Nielsen FRU MFY 2016, Levi 2.0 Abbreviated June 2015, Project Levi 2.0 Consumer Video

We're bringing back Fruit Roll-Ups™ — and now they're Smart Snack-compliant.

- Kids love Fruit Roll-Ups™ — they're a fun, fruity, delicious choice for snacks. Now they're back, ready to help boost revenue for your à la carte service.
- Fruit Roll-Ups™ join our existing portfolio of fruit-flavored snacks to give you a full range of delicious fruity snacks. All our fruit-flavored snacks have fruit as the first ingredient, so you can feel good about offering them as a wholesome snack.



Start ship date:
7/1/17

FRUIT ROLL-UPS™	
Nutrition Facts	
Serving Size 1 roll (14g)	
Amount Per Serving	
Calories 50	Calories from Fat 10
% DailyValue*	
Total Fat 1g	1%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 55mg	2%
Total Carbohydrate 11g	4%
Dietary Fiber 2g	9%
Sugars 4g	
Protein 0g	
Vitamin C	25%
Not a significant source of vitamin A, calcium and iron.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	

MOTT'S® FRUIT-FLAVORED SNACKS ASSORTED FRUIT	
Nutrition Facts	
Serving Size 1 package (45g)	
Amount Per Serving	
Calories 130	Calories from Fat 0
% DailyValue*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 55mg	0%
Total Carbohydrate 37g	13%
Dietary Fiber 8g	30%
Sugars 15g	
Protein 0g	
Vitamin C	100%
Not a significant source of vitamin A, calcium and iron.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	



WARNER BROTHERS FRUIT-FLAVORED SHAPES SCOOBY DOO™	
Nutrition Facts	
Serving Size 1 package (26g)	
Amount Per Serving	
Calories 70	Calories from Fat 0
% DailyValue*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 21g	7%
Dietary Fiber 5g	17%
Sugars 9g	
Protein 0g	
Vitamin C	100%
Not a significant source of vitamin A, calcium and iron.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

PRODUCT SPECIFICATIONS

UPC	PRODUCT DESCRIPTION	SMART SNACK-COMPLIANT	CASE/PACK
100-16000-11561-0	Betty Crocker™ Fruit Roll-Ups™ – Crazy Colors™ Reduced Sugar NEW	✓	96/0.5 oz
100-16000-11566-5	Betty Crocker™ Fruit Roll-Ups™ – Blastin' Berry Hot Colors™ Reduced Sugar NEW	✓	96/0.5 oz
100-16000-29162-8	Betty Crocker™ Fruit Roll-Ups™ – Strawberry Reduced Sugar NEW	✓	96/0.5 oz
100-16000-47954-5	Mott's® Fruit-Flavored Snacks – Assorted Fruit	✓	144/1.6 oz
100-16000-47953-8	Mott's® Fruit-Flavored Snacks – Mixed Berry	✓	144/1.6 oz
100-16000-11510-8	Warner Brothers Fruit-Flavored Shapes Scooby-Doo™	✓	96/0.9 oz