

## Keebler® Elf® Graham Original

Character-shaped, bite-size grahams made with whole-grains in individually wrapped stay-fresh packs.

**Product Type**  
Grahams

**Product Category**

**UPC Code**  
3010040213

**Servings/Case**  
150 ct

**Sizes**  
1.0 oz

**Format**  
Single Serve

**Gross Weight**  
11.00

**Allergen Information**  
CONTAINS WHEAT AND SOY INGREDIENTS.

**Dietary Exchange Per Serving**  
1 1/2 Carbohydrates, 1/2 Fat

**Kosher Status**  
Kosher Dairy

**Grain Ounce Equivalents**  
1

**Shelf Life**  
240 days (8 months)  
Beginning August 31, 2014 shelf life changes to 270 days (9 months)

**Country of Origin**  
Distributed in USA



Date Printed: 11/19/2018

## Keebler® Elf® Grahams Original

<b>Nutrition Facts</b>		<b>Amount/Serving</b>	<b>%DV*</b>	<b>Amount/Serving</b>	<b>%DV*</b>
Serv. Size 1 Package (28g)		<b>Total Fat</b> 4g	<b>6%</b>	<b>Total Carb.</b> 21g	<b>7%</b>
		Sat. Fat 1g	<b>5%</b>	Fiber 1g	<b>5%</b>
		Trans Fat 0g		Sugars 8g	
<b>Calories</b> 120		<b>Cholest.</b> 0mg	<b>0%</b>	<b>Protein</b> 2g	
Fat Cal. 35		<b>Sodium</b> 105mg	<b>4%</b>		
* Percent Daily Values (DV) are based on a 2,000 calorie diet. Vitamin A 10% • Vitamin C 0% • Calcium 10% • Iron 4%					

**INGREDIENTS:** WHOLE WHEAT FLOUR, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B<sub>1</sub>], RIBOFLAVIN [VITAMIN B<sub>2</sub>], FOLIC ACID), SUGAR, VEGETABLE OIL (SOYBEAN AND PALM OIL WITH TBHQ FOR FRESHNESS), HONEY, CONTAINS TWO PERCENT OR LESS OF CALCIUM CARBONATE, MOLASSES, SALT, BAKING SODA, SOY LECITHIN, VITAMIN A PALMITATE, BHT FOR FRESHNESS.

**CONTAINS WHEAT AND SOY INGREDIENTS.**

NLI#07627



August 13, 2018

**TO: Our Valued US Customer**  
**SUBJECT: Grain Ounce Equivalencies of Kellogg's® Specialty Channels Products**

Thank you for your interest in using our US products as part of your National School Lunch and School Breakfast Programs. The attached table outlines the ounce equivalents (oz eq) of grain for a variety of our products according to the *Nutrition Standards in the National School Lunch and School Breakfast Programs* published by the US Department of Agriculture (USDA) in the Federal Register on January 26, 2012 and USDA Policy Memo SP 30-2012.

In the USDA Policy Memo SP 30-2012, *Grain Requirements for the National School Lunch Program and School Breakfast Program*, dated April 26, 2012, a product must either use the crediting equivalency of 16 grams of creditable (whole and/or enriched) grains per oz eq OR fulfill the weight requirement listed in Exhibit A: *School Lunch and Breakfast - Whole Grain-Rich Ounce Equivalency (Oz Eq) Requirements For School Meal Programs*.

All Kellogg's® brands listed in the attached table, with the exception of the Cereal Category, are eligible within the program, using the standard of 16 grams of creditable grains to equal 1 oz eq of grain. Ready-to-eat cereals and hot cereals must qualify based on the serving sizes outlined in Exhibit A.

- **CEREALS** -- Under Group H Breakfast Cereals (Cooked) and Group I Ready-To-Eat Breakfast Cereal, 1 oz eq is equal to 1 ounce of cereal. *Because cereals must qualify based on their serving size, the amount of creditable grains is not detailed in the table that follows.*

I certify that the above information is true and correct, and that each Kellogg's® US product fulfills the grain ounce equivalents listed in the table that follows.

Julia M. Jursinic, MS  
Sr. Director, Nutrition Labeling & Regulatory Compliance  
Kellogg Company

\*\*\*Information presented in this letter applies to products intended for US consumers only\*\*\*

**KELLOGG'S® Specialty Channels Products**

**K-12 US Product Grain Oz Eq Guide Foodservice – August 2018**

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
<b>Kellogg's® Bowl Pack Cereal</b>						
38000-00696	Kellogg's® All-Bran® Complete® Wheat Bran Flakes	0.75	96/0.88 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78787	Kellogg's® Apple Jacks® for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78786	Kellogg's® Cinnamon Flakes Multi-Grain for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78788	Kellogg's® Froot Loops® for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-10992	Kellogg's Frosted Flakes® Multigrain Choco Zucaritas for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-54998	Kellogg's Frosted Flakes® Multi-Grain for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-04996	Kellogg's® Frosted Mini-Wheats® Bite Size	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-45861	Kellogg's® Mini-Wheats Little Bites® Chocolate	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-00896	Kellogg's Raisin Bran®	1.25	96/1.25 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78789	Kellogg's® Rice Krispies® made with Whole Grain Brown Rice	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
<b>Kellogg's® Jump Starts™ Express Breakfast To Go Kits</b>						
38000-51091	Kellogg's® Jump-Starts™ Express: Kellogg's Frosted Flakes® Multi-Grain for Schools, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-78792	Kellogg's® Jump-Starts™ Express: Kellogg's® Froot Loops® for Schools, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-78791	Kellogg's® Jump-Starts™ Express: Kellogg's® Apple Jacks® for Schools, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-18589	Kellogg's® Jump-Starts™ Express: Kellogg's® Nutri-Grain® Cereal Bar Strawberry for Schools, Keebler® Elf® Grahams Original, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-19201	Kellogg's® Jump-Starts™ Express: Kellogg's® Crunchmania® Cinnamon Bun, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-19203	Kellogg's® Jump-Starts™ Express: Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Keebler® 3ct Honey Grahams, Apple Juice	2.25	44 ct	1 Kit	N/A	X
<b>Kellogg's® Cereal Pouches</b>						
38000-11469	Kellogg's® Apple Jacks® for Schools	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11467	Kellogg's® Froot Loops® for Schools	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11465	Kellogg's Frosted Flakes® Multigrain for Schools	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11460	Kellogg's® Cinnamon Flakes Multigrain for Schools	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-12585	Kellogg's Frosted Flakes® Multigrain for Schools	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11458	Kellogg's® Low Fat Granola Crunchy Clusters	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
TBD	Kashi® Kids Berry Crumble: New for 2019-2020 School Year	1	1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
TBD	Kashi® Kids Cocoa Crips: New for 2019-2020 School Year	1	1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
TBD	Kashi® Kids Honey Cinnamon: New for 2019-2020 School Year	1	1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
<b>Kellogg's® Cereal-in-a-Cup</b>						
In Assortment	Kellogg's® Frosted Mini-Wheats® Bite Size	2.5	2.5 oz.	1 Container	1 oz = 1 oz eq grain	X
In Assortment	Kellogg's® Low Fat Granola with Raisins	2.25	2.25 oz.	1 Container	1 oz = 1 oz eq grain	X
38000-12163	Kellogg's® Raisin Bran Crunch®	2.75	60/2.8 oz.	1 Container	1 oz = 1 oz eq grain	X
<b>Kellogg's® Cereal Individual Box</b>						
38000-21992	Kellogg's® Frosted Mini Wheats®	1.25	70/1.31 oz.	1 Package	1 oz = 1 oz eq grain	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-22013	Kellogg's® Low Fat Granola with Raisins	2	70/2.22 oz.	1 Package	1 oz = 1 oz eq grain	X
<b>Kellogg's® Cereal Bulk Pack</b>						
38000-49834	Kellogg's® Low Fat Granola Crunchy Cluster†	1.75	4/50 oz.	1/2 cup (52 g)	1 oz = 1 oz eq grain	X
38000-13791	Kellogg's® Low Fat Granola with Raisins†	2	4/50 oz.	2/3 cup (59 g)	1 oz = 1 oz eq grain	X
38000-25435	Kellogg's® Low Fat Granola without Raisins†	2	4/50 oz.	3/4 cup (60 g)	1 oz = 1 oz eq grain	X
†Per USDA Policy Memo SP 30-2012, our granola cereals can also be credited based on volume, <b>1/4 cup = 1 oz eq grain.</b>						
<b>Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Single Count</b>						
38000-55122	Pop-Tarts® Made With Whole Grain Frosted Cinnamon	1.25	120/1.76 oz.	1 Pastry	21	X
38000-12070	Pop-Tarts® Made With Whole Grain Frosted Fudge	1.25	120/1.76 oz.	1 Pastry	21	X
38000-55130	Pop-Tarts® Made With Whole Grain Frosted Strawberry	1	120/1.76 oz.	1 Pastry	18	X
38000-17196	Pop-Tarts® Made With Whole Grain Frosted Blueberry	1	120/1.76 oz.	1 Pastry	18	X
<b>Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Two Count</b>						
38000-55125	Pop-Tarts® Made With Whole Grain Frosted Cinnamon	2.5	72/3.53 oz.	2 Pastries	42	X
38000-12073	Pop-Tarts® Made With Whole Grain Frosted Fudge	2.5	72/3.53 oz.	2 Pastries	42	X
38000-55133	Pop-Tarts® Made With Whole Grain Frosted Strawberry	2.25	72/3.53 oz.	2 Pastries	36	X
38000-17199	Pop-Tarts® Made With Whole Grain Frosted Blueberry	2.25	72/3.53 oz.	2 Pastries	36	X
<b>Kellogg's® Graham Snacks</b>						
38000-24518	Kellogg's® Crunchmania® Bite-Size Cinnamon Bun Snacks	2	100/1.76 oz.	1 Pkg.	32	X
38000-24520	Kellogg's® Crunchmania® Bite-Size French Toast Snacks	2	100/1.76 oz.	1 Pkg.	32	X
30100-80741	Keebler® Gripz® Chocolate Chip Graham Bites	1	150/0.95 oz.	1 Pouch	16.2	X
30100-45682	Keebler® Gripz® Cinnamon Graham Bites	1	150/0.9 oz.	1 Pouch	16.1	X
<b>Keebler® Character Graham</b>						

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
30100-40213	Keebler® Elf® Graham's Original	1	150/1 oz.	1 Pkg.	17	X
30100-40239	Keebler® Elf® Graham's Chocolate	1	150/1 oz.	1 Pkg.	17	X
30100-40221	Keebler® Elf® Graham's Cinnamon	1	150/1 oz.	1 Pkg.	17	X
30100-50689	Keebler® Scooby-Doo!™ Baked Cinnamon Graham Sticks	1	210/1 oz.	1 Pkg.	16	X
30100-55644	Keebler® Bug Bites® Cinnamon Graham Crackers	1	210/1 oz.	1 Pkg.	16	X
30100-12027	Keebler® Licensed Honey Graham's (Jurassic World)	1	210/1 oz.	1 Pkg.	17.9	X
<b>Keebler® Graham's</b>						
30100-91822	Keebler® Honey Graham's	1	150/3 ct.	1 Pkg.	16	X
30100-91829	Keebler® Original Graham's	1	150/3 ct.	1 Pkg.	16	X
30100-38406	Keebler® Honey Graham's	0.5	200/2 ct.	1 Pkg.	10	X
30100-30074	Keebler® Original Graham's	0.5	200/2 ct.	1 Pkg.	10	X
<b>Kashi® Chewy Granola Bars</b>						
18267-39747	Kashi® Chewy Granola Bar Trail Mix	0.75	72/1.2 oz.	1 Bar	13	X
18267-39749	Kashi® Chewy Granola Bar Honey Almond Flax	0.75	72/1.2 oz.	1 Bar	14	X
<b>Kellogg's® Chewy Cereal Bars</b>						
38000-91612	Cocoa Krispies® Chewy Cereal Bar Chocolate	1	96/1.34 oz.	1 Bar	16	X
38000-48396	Rice Krispies® Chewy Cereal Bar Apple Cinnamon	1	96/1.27 oz.	1 Bar	16-17	X
38000-54937	Rice Krispies® Chewy Cereal Bar Berry	1	96/1.27 oz.	1 Bar	16-17	X
<b>Kellogg's® Nutri-Grain® Cereal Bars</b>						
38000-59779	Nutri-Grain® Cereal Bar Apple Cinnamon	1	96/1.55 oz.	1 Bar	16	X
38000-90819	Nutri-Grain® Cereal Bar Blueberry	1	96/1.55 oz.	1 Bar	16	X
38000-59772	Nutri-Grain® Cereal Bar Strawberry	1	96/1.55 oz.	1 Bar	16	X
38000-35645	Nutri-Grain® Cereal Bar Apple Cinnamon	0.75	48/1.3 oz.	1 Bar	12.8	X
38000-35745	Nutri-Grain® Cereal Bar Blueberry	0.75	48/1.3 oz.	1 Bar	12.9	X
38000-35845	Nutri-Grain® Cereal Bar Raspberry	0.75	48/1.3 oz.	1 Bar	12.9	X
38000-35945	Nutri-Grain® Cereal Bar Strawberry	0.75	48/1.3 oz.	1 Bar	12.9	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-12065	Nutri-Grain® Strawberry Greek Yogurt Bar	0.75	48/1.3 oz.	1 Bar	13	X
38000-05872	Nutri-Grain® Assortment	See individual product listings. Includes Apple Cinnamon, Blueberry and Strawberry.				
<b>Cheez-It® Snack Crackers</b>						
24100-10238	Cheez-It® Crackers Made With 9g Whole Grain Atomic Cheddar	1	175/0.75 oz.	1 Pouch	17	X
24100-79263	Cheez-It® Crackers Made With 9g Whole Grain	1	175/0.75 oz.	1 Pouch	18	X
24100-10480	Cheez-It® Crackers Made With 12g Whole Grain	1.5	60/1 oz.	1 Pouch	24	X
24100-10971	Cheez-It® Crackers Made With Whole Grain Bulk for Schools	1.5 1	4/48 oz.	29 Crackers (30g) 20 Crackers (21g)	26 18	X X
24100-11516	Cheez-It® Crackers Made With 16g Whole Grain: New for 2019-2020 School Year	2	36/1.4 oz.	1 Pouch	33	X
<b>Keebler® Crackers</b>						
30100-20150	Keebler® Animal Crackers	1	150/1 oz.	1 Pouch	18	X
<b>Kellogg's® Rice Krispies Treats® Squares</b>						
38000-11052	Kellogg's® Rice Krispies Treats® Bars Made With Whole Grain for Schools	1	80/1.41 oz.	1 Bar	17.8	X
38000-14567	Kellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made With Whole Grain for Schools	1	80/1.59 oz.	1 Bar	17.8	X
38000-14540	Kellogg's® Rice Krispies Treats® Mini Bars Made With Whole Grain for Schools	0.25	600/0.42 oz.	1 Bar	5.3	X
38000-18461	Kellogg's® Cocoa Krispies Treats® Mini Bars Made With Whole Grain for Schools	0.25	600/0.39 oz.	1 Bar	4	X
<b>Kellogg's® Eggo® Waffles and Pancakes</b>						
38000-80693	Eggo® Bites Mini French Toast Original	2	72/3.03 oz.	1 Pouch	32.2	X
38000-80801	Eggo® Bites Mini French Toast Chocolate Chip	2	72/3.03 oz.	1 Pouch	32.4	X
38000-92313	Eggo® Bites Mini Waffles Cinnamon Flavored	2	72/2.64 oz.	1 Pouch	33.2	X
38000-92315	Eggo® Bites Mini Waffles Maple Flavored	2	72/2.64 oz.	1 Pouch	33.1	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-92562	Eggo® Bites Mini Pancakes Maple Flavored	2	72/3.03 oz.	1 Pouch	32.8	X
38000-92560	Eggo® Bites Mini Pancakes Blueberry Flavored	2	72/3.03 oz.	1 Pouch	32.7	X
38000-18574	Eggo® Bites Mini Pancakes Confetti	2	72/3.03 oz.	1 Pouch	32.8	X
<b>Zesta® Saltines</b>						
30100-10088	Zesta® Saltine Mini Crackers Made With Whole Grain	0.5	300/0.39 oz.	1 Pouch	9.5	X

\*To identify whole grain-rich products, schools can use the following two element test:

Element 1: The food must meet the oz eq requirements for the grains component defined in SP 30-2012.

Element 2: The food must meet at least one of the following:

- a. The whole grains per oz eq must be  $\geq 8$  grams for Groups A-G.
- b. The product includes the FDA-approved whole grain health claim on its packaging.
- c. Product ingredient declaration lists whole grain first.

SP 30-2012 also requires that ready-to-eat (RTE) breakfast cereal list a whole grain as the primary ingredient. However, per SP 10-2012, when the whole grain content comes from multiple ingredients, documentation may be provided showing that the whole grains are the primary ingredient by weight even though a whole grain is not listed as the first ingredient. Please refer to USDA Policy Memos SP 10-2012 revised 8/3/15 and SP 30-2012 issued 4/26/12 for more information on the USDA Whole Grain-Rich criteria.

Kellogg Company, 2 Hamblin Ave. E., Battle Creek, MI 49016