

Format Full Page**Product Photo** With Photo Without Photo**Nutrition Facts** With Nutrition Without Nutrition**Kellogg's® Scooby-Doo!™ Cereal**

Crispy lightly sweetened vanilla flavored cereal.

Product Type

Bowl Pack

Product Category**UPC Code**

3800079044

Servings/Case

0

Sizes

1.0 oz

Format

Single Serve Bowl

Gross Weight

9.39

Allergen Information

CONTAINS WHEAT INGREDIENTS.

Dietary Exchange Per Serving

1 1/2 Carbohydrates

Kosher Status

Kosher Dairy

Grain Ounce Equivalents**Shelf Life**

365 days (12 months)

Country of Origin

Distributed in USA



Date Printed: 05/08/2015

Kellogg's® Scooby-Doo!™ Cereal

Nutrition Facts Serv. Size: 1 Container (28g), Amount Per Serving: **Calories** 110, Fat Cal. 10,
Total Fat 1g (2% DV), Sat. Fat 0g (0% DV), *Trans Fat* 0g, **Cholest.** 0mg (0% DV), **Sodium** 95mg (4% DV),
Total Carb. 24g (8% DV), Fiber 3g (11% DV), Sugars 5g, **Protein** 2g, Vitamin A (8% DV), Vitamin C
(20% DV), Calcium (0% DV), Iron (40% DV), Vitamin D (8% DV), Thiamin (20% DV), Riboflavin (20% DV),
Niacin (20% DV), Vitamin B₆ (20% DV), Folic Acid (40% DV), Vitamin B₁₂ (20% DV), Zinc (8% DV). Percent
Daily Values (DV) are based on 2,000 calorie diet.

INGREDIENTS: WHOLE GRAIN YELLOW CORN FLOUR, WHOLE WHEAT FLOUR, SUGAR, WHOLE
GRAIN OAT FLOUR, CONTAINS 2% OR LESS OF OAT FIBER, CANOLA OIL, SALT, CARAMEL
COLOR, NATURAL AND ARTIFICIAL FLAVOR, ANNATTO COLOR.

VITAMINS AND MINERALS: VITAMIN C (ASCORBIC ACID), REDUCED IRON, NIACINAMIDE, ZINC
OXIDE, VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₂ (RIBOFLAVIN), VITAMIN B₁
(THIAMIN HYDROCHLORIDE), VITAMIN A PALMITATE, FOLIC ACID, VITAMIN D, VITAMIN B₁₂.

CONTAINS WHEAT INGREDIENTS.

NLI#09525



May 7, 2014

TO: Our Valued Customer

SUBJECT: Grain Ounce Equivalencies of Kellogg's® Food Away From Home Products

Thank you for your interest in using our 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. After July 1, 2014, only grain products that qualify as whole grain-rich may be credited.

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® product fulfills the grain ounce equivalents listed in the table that follows.

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

KELLOGG'S® Food Away From Home Products

K-12 Product Grain Oz Eq Guide Foodservice – May 2014

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
Kellogg's® and Kashi® Bowl Pack Cereal						
38000-10992	Kellogg's Frosted Flakes® Multigrain Chocolate Zucaritas	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-11541	Kellogg's® Rice Krispies® Multigrain Shapes	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
18627-78794	Kashi® Berry Blossoms®	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
18627-52432	Kashi® Heart to Heart®	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
18627-49917	Kashi® Honey Sunshine™	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-00696	Kellogg's® All-Bran® Complete® Wheat Bran Flakes	0.75	96/.88 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78787	Kellogg's® Apple Jacks® Reduced Sugar	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78788	Kellogg's® Froot Loops® Reduced Sugar	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78786	Kellogg's® Cinnamon Flakes Multi-Grain Reduced Sugar	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-54998	Kellogg's Frosted Flakes® Multi-Grain Reduced Sugar	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
38000-79044	Kellogg's® Scooby Doo! Cereal	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-93202	Kellogg's® Assortment Pack Kids' Wellness	See individual product listings. Includes Kellogg's Frosted Flakes® Multigrain Reduced Sugar, Froot Loops® Reduced Sugar, Apple Jacks® Reduced Sugar, Frosted Mini-Wheats® Bite Size, and Frosted Mini-Wheats Little Bites® Chocolate.				

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
Kellogg's® Morning Jump-Starts™						
38000-51091	Kellogg's® Jump-Starts Express™: Kellogg's Frosted Flakes® Multi-Grain Reduced Sugar, 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® Reduced Sugar, 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® Reduced Sugar, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-78793	Kellogg's® Jump-Starts Express™: Kellogg's® Rice Krispies® made with Whole Grain Brown Rice, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X
18627-76084	Kellogg's® Jump-Starts Express™: Kashi® Heart to Heart®, Keebler® 3ct Honey Graham, Apple Juice	2	44 ct	1 Kit	N/A	X
Kellogg's® Cereal Pouches						
38000-11465	Kellogg's Frosted Flakes® Multigrain Reduced Sugar	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11469	Kellogg's® Apple Jacks® Reduced Sugar	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11467	Kellogg's® Froot Loops® Reduced Sugar	1	96/1 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
38000-11460	Kellogg's® Cinnamon Flakes Multigrain Reduced Sugar	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
Kellogg's® and Kashi® Cereal-in-a-Cup						
In Assortment	Kashi® GOLEAN Crunch!®	2.25	2.3 oz.	1 Container	1 oz = 1 oz eq grain	X
In Assortment	Kashi® Heart to Heart®	1.25	1.4 oz.	1 Container	1 oz = 1 oz eq grain	X
38000-56194	Kellogg's® Apple Jacks® Reduced Sugar	1.25	60/1.41 oz.	1 Container	1 oz = 1 oz eq grain	X
38000-56195	Kellogg's® Froot Loops® Reduced Sugar	1.25	60/1.34 oz.	1 Container	1 oz = 1 oz eq grain	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
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
38000-17047	Kellogg's® Smart Start® Antioxidant	2.5	60/2.7 oz.	1 Container	1 oz = 1 oz eq grain	X
Kellogg's® and Kashi® Cereal Individual Box						
18627-50236	Kashi® Heart to Heart®	1.25	36/1.4 oz.	1 Package	1 oz = 1 oz eq grain	X
38000-21992	Kellogg's® Frosted Mini Wheats®	1.25	70/1.31 oz.	1 Package	1 oz = 1 oz eq grain	X
38000-22013	Kellogg's® Low Fat Granola with Raisins	2	70/2.22oz.	1 Package	1 oz = 1 oz eq grain	X
Kellogg's® Cereal Bulk Pack						
38000-49834	Kellogg's® Low Fat Granola Crunchy Clusters†	2	50 oz./4 ct.	2/3 cup (58 g)	1 oz = 1 oz eq grain	X
38000-13791	Kellogg's® Low Fat Granola with Raisins†	2	50 oz./4 ct.	2/3 cup (60 g)	1 oz = 1 oz eq grain	X
38000-25435	Kellogg's® Low Fat Granola without Raisins†	1.75	50 oz./4 ct.	1/2 cup (49 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, 1/4 cup = 1 oz eq grain.						
Kashi® Oatmeal-in-a-Cup						
18627-31418	Kashi® Heart to Heart® Instant Oatmeal Assortment	See individual product listings. Includes Golden Brown Maple and Apple Cinnamon.				
In Assortment	Kashi® Heart to Heart® Instant Oatmeal Golden Brown Maple	1.75	1.9 oz.	1 Container	1 oz = 1 oz eq grain	X
In Assortment	Kashi® Heart to Heart® Instant Oatmeal Apple Cinnamon	1.75	1.9 oz.	1 Container	1 oz = 1 oz eq grain	X
Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Single Count						
38000-55130	Pop-Tarts® Made With Whole Grain Frosted Strawberry	1	120/1.76 oz.	1 Pastry	18	X
38000-55122	Pop-Tarts® Made With Whole Grain Frosted Cinnamon	1.25	120/1.76 oz.	1 Pastry	20	X
Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Two Count						
38000-55133	Pop-Tarts® Made With Whole Grain Frosted Strawberry	2.25	72/3.53 oz.	2 Pastries	36	X
38000-55125	Pop-Tarts® Made With Whole Grain Frosted Cinnamon	2.5	72/3.53 oz.	2 Pastries	41	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
Kellogg's® Pop-Tarts® Toaster Pastries - Two Count Retail						
38000-53548	Pop-Tarts® Low Fat Frosted Brown Sugar Cinnamon made with whole grain	1.25	96/3.5 oz.	1 Pastry	20	X
38000-53545	Pop-Tarts® Low Fat Frosted Strawberry made with whole grain	1	96/3.5 oz.	1 Pastry	18	X
38000-73156	Pop-Tarts® Oatmeal Delights Frosted Maple Brown Sugar	1.25	96/3.5 oz.	1 Pastry	20.7	X
38000-73153	Pop-Tarts® Oatmeal Delights Frosted Strawberry	1.25	96/3.5 oz.	1 Pastry	20	X
Kellogg's® Graham Snacks						
38000-24518	Kellogg's® Crunchmania® Bite-Size Cinnamon Bun Snacks	2	100/1.76 oz.	1 Pkg.	32.4	X
38000-24520	Kellogg's® Crunchmania® Bite-Size French Toast Snacks	2	100/1.76 oz.	1 Pkg.	32.1	X
30100-80741	Keebler® Gripz® Chocolate Chip Graham Bites	1	150/0.95oz	1 Pouch	16.2	X
30100-45682	Keebler® Gripz® Cinnamon Graham Bites	1	150/0.9oz	1 Pouch	16.1	X
Keebler® Character Graham						
30100-40213	Keebler® Elf® Graham Original	1	150/1 oz.	1 Pkg.	17.7	X
30100-40239	Keebler® Elf® Graham Chocolate	1	150/1 oz.	1 Pkg.	16.8	X
30100-40221	Keebler® Elf® Graham Cinnamon	1	150/1 oz.	1 Pkg.	17.6	X
30100-50689	Keebler® Scooby-Doo!™ Baked Cinnamon Graham Sticks	1	210/1 oz.	1 Pkg.	16.8	X
30100-55644	Keebler® Bug Bites® Cinnamon Graham Crackers	1	210/1 oz.	1 Pkg.	16.8	X
Keebler® Graham						
30100-91822	Keebler® Honey Graham	1	150/3 ct.	1 Pkg.	16	X
30100-91819	Keebler® Honey Graham w/Fiber	1	150/3 ct.	1 Pkg.	16.4	X
30100-91829	Keebler® Original Graham	1	150/3 ct.	1 Pkg.	16.1	X
30100-38406	Keebler® Honey Graham	0.5	200/2 ct.	1 Pkg.	9.8	X
38000-30074	Keebler® Original Graham	0.5	200/2 ct.	1 Pkg.	9.8	X
Kellogg's® Chewy Cereal Bars						
38000-91612	Cocoa Krispies® Chewy Cereal Bar Chocolate	1	96/1.34 oz.	1 Bar	16	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-54937	Rice Krispies® Chewy Cereal Bar Berry	1	96/1.27 oz.	1 Bar	17.3	X
38000-48396	Rice Krispies® Chewy Cereal Bar Apple Cinnamon	1	96/1.27 oz.	1 Bar	17.3	X
Kellogg's® Nutri-Grain® Cereal Bars						
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	12.7	X
38000-35745	Nutri-Grain® Cereal Bar Blueberry	0.75	48/1.3 oz.	1 Bar	12.8	X
38000-35845	Nutri-Grain® Cereal Bar Raspberry	0.75	48/1.3 oz.	1 Bar	12.8	X
38000-35945	Nutri-Grain® Cereal Bar Strawberry	0.75	48/1.3 oz.	1 Bar	12.8	X
38000-12065	Nutri-Grain® Yogurt Bar Strawberry	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.				
Kashi® TLC® Chewy Granola Bars						
18627-37949	Kashi® Honey Almond Flax	0.5	72/1.2 oz	1 Bar	11.9	X
18627-37947	Kashi® Trail Mix	0.5	72/1.2 oz	1 Bar	11	X
18627-37945	Kashi® Peanut Butter	0.5	72/1.2 oz	1 Bar	11.5	X
Cheez-It® Snack Crackers						
24100-10238	Cheez-It® Crackers made with 9g whole grain Atomic Cheddar School Edition	1	175/0.75oz	1 Pouch	17.6	X
24100-79263	Cheez-It® Crackers made with 9g Whole Grain	1	175/0.75oz	1 Pouch	18.2	X
Keebler® Crackers						
30100-20150	Keebler® Animal Crackers	1	1 oz./150 ct.	1 Pouch	18	X
Kellogg's® Rice Krispies Treats® Squares						
38000-11052	Kellogg's® Rice Krispies Treats® Bars made with whole grain for schools	1	80/1.41 oz.	1 Bar	18	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
Kellogg's® Eggo® Waffles and Pancakes						
38000-80693	Eggo® Bites Mini French Toast Original	2	72/3.03oz.	1 Pouch	32.4	X
38000-80801	Eggo® Bites Mini French Toast Chocolate Chip	2	72/3.03oz.	1 Pouch	32.6	X
38000-92313	Eggo® Bites Mini Waffles Cinnamon Flavored	2	72/2.64 oz.	1 Pouch	33.3	X
38000-92315	Eggo® Bites Mini Waffles Maple Flavored	2	72/2.64 oz.	1 Pouch	33.2	X
38000-92562	Eggo® Bites Mini Pancakes Maple Flavored	2	72/3.03 oz.	1 Pouch	32.9	X
38000-92560	Eggo® Bites Mini Pancakes Blueberry Flavored	2	72/3.03 oz.	1 Pouch	32.8	X
Zesta® Saltines						
30100-10088	Zesta® Saltine Mini Crackers made with Whole Grain	0.5	300/0.39 oz.	1 Pkg.	9.6	X
Kashi® Hummus Crisps						
18627-94117	Kashi® Caramelized Onion Hummus Crisps	0.25	36/1 oz.	1 Pouch	5.5	X
18627-94116	Kashi® Sundried Tomato Basil & Feta Hummus Crisps	0.25	36/1 oz.	1 Pouch	5.6	X
Eagle Popped Crisps						
30100-10292	Eagle Popped Crisps Honey BBQ	1	0.78 oz./60 ct	1 Pouch	16.7	X
30100-10294	Eagle Popped Crisps Original with Sea Salt	1	0.71 oz./60 ct	1 Pouch	16.4	X
30100-10296	Eagle Popped Crisps Sour Cream & Onion	1	0.78 oz./60 ct	1 Pouch	17	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 ≥ 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 8/17/13 and SP 30-2012 issued 4/26/12 for more information on the USDA Whole Grain-Rich criteria.