

Kellogg's® Krave® S'Mores cereal

Kellogg's® Krave® S'Mores cereal has a crispy graham flavored cereal outside with a smooth chocolate and marshmallowy filling inside.

Product Type
Cereal Pouch

Product Category

UPC Code
3800012586

Servings/Case
96 ct

Sizes
1 oz

Format
Single Serve

Gross Weight
8.24

Allergen Information
CONTAINS WHEAT, MILK AND SOY INGREDIENTS.

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

Kosher Status
Kosher Dairy

Grain Ounce Equivalents
1

Shelf Life
365 days (12 months)

Country of Origin
Distributed in USA



Date Printed: 12/20/2016

Kellogg's®
Krave®
S'mores

Nutrition Facts																													
Serving Size 1 Pouch (28g)																													
Amount Per Serving																													
Calories	110																												
Calories from Fat	30																												
% Daily Value*																													
Total Fat 3g	5%																												
Saturated Fat 0.5g	3%																												
Trans Fat 0g																													
Cholesterol 0mg	0%																												
Sodium 95mg	4%																												
Total Carbohydrate 21g	7%																												
Dietary Fiber 3g	11%																												
Sugars 9g																													
Protein 2g																													
Vitamin A 15% • Vitamin C 20%																													
Calcium 0% • Iron 20%																													
Vitamin D 8% • Thiamin 20%																													
Riboflavin 20% • Niacin 20%																													
Vitamin B ₆ 20% • Folic Acid 20%																													
Vitamin B ₁₂ 20% • Zinc 8%																													
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.																													
<table border="1"> <thead> <tr> <th></th> <th>Calories</th> <th>2,000</th> <th>2,500</th> </tr> </thead> <tbody> <tr> <td>Total Fat</td> <td>Less than</td> <td>65g</td> <td>80g</td> </tr> <tr> <td>Sat. Fat</td> <td>Less than</td> <td>20g</td> <td>25g</td> </tr> <tr> <td>Cholesterol</td> <td>Less than</td> <td>300mg</td> <td>300mg</td> </tr> <tr> <td>Sodium</td> <td>Less than</td> <td>2,400mg</td> <td>2,400mg</td> </tr> <tr> <td>Total Carbohydrate</td> <td></td> <td>300g</td> <td>375g</td> </tr> <tr> <td>Dietary Fiber</td> <td></td> <td>25g</td> <td>30g</td> </tr> </tbody> </table>			Calories	2,000	2,500	Total Fat	Less than	65g	80g	Sat. Fat	Less than	20g	25g	Cholesterol	Less than	300mg	300mg	Sodium	Less than	2,400mg	2,400mg	Total Carbohydrate		300g	375g	Dietary Fiber		25g	30g
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INGREDIENTS: GRAHAM FLOUR, WHOLE GRAIN OAT FLOUR, SUGAR, RICE FLOUR, CHOCOLATE FLAVORED FILLING (SUGAR, SOYBEAN OIL, SKIM MILK, COCOA, CHOCOLATE, SOY LECITHIN, PALM OIL, VANILLA EXTRACT), MARSHMALLOWY FILLING (SUGAR, SOYBEAN OIL, SKIM MILK, WHEY, CORNSTARCH, SOY LECITHIN, COLOR ADDED, PALM OIL, VANILLA EXTRACT), CORN BRAN, OAT FIBER, CONTAINS 2% OR LESS OF PALM OIL, SALT, CARAMEL COLOR, NATURAL AND ARTIFICIAL FLAVOR, MIXED TOCOPHEROLS FOR FRESHNESS, BHT FOR FRESHNESS, BETA CAROTENE FOR COLOR, ANNATTO COLOR.

VITAMINS AND MINERALS: VITAMIN C (ASCORBIC ACID), NIACINAMIDE, REDUCED IRON, ZINC OXIDE, VITAMIN A PALMITATE, VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₁ (THIAMIN HYDROCHLORIDE), VITAMIN B₂ (RIBOFLAVIN), VITAMIN D₃, FOLIC ACID, VITAMIN B₁₂.

CONTAINS WHEAT, MILK AND SOY INGREDIENTS.

NLI#11282



**Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014**

[*Crediting Standards Based on Revised Exhibit A*
weights per oz equivalent]

School Food Authorities (SFAs) should include a copy of the label from the purchased product carton in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: Kellogg's Krave® Smores Cereal Code No.: 38000 12586

Manufacturer: Kellogg Company Serving Size: 1 Pouch (28g)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X* No

(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program)

* Whole grain is the primary ingredient by weight, listed first in the ingredient statement (graham flour and whole grain oat flour).

II. Does the product contain non-creditable grains: Yes No **How many grams:**

(Products with more than 0.24oz equivalent or 3.99 grams for Groups A-G and 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains), or Group I (ready-to-eat breakfast cereals). *(Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)*

Indicate to which Exhibit A Group (A-I) the Product Belongs: I

Description of Product per Food Buying Guide	Portion Size of Product as Purchased A	Weight of 1 ounce equivalent as listed in SP 30-2012 B	Creditable Amount A ÷ B
Ready to eat cereal	28g	1 ounce (28g)	1
A. Total Creditable Amount¹			1

¹Total Creditable Amount must be rounded **down** to the nearest quarter (0.25) oz eq. Do **not** round up.

Total weight (per portion) of product as purchased 28g

Total contribution of product (per portion) 1 oz equivalent

I further certify that the above information is true and correct and that a 28g portion of this product (ready for serving) provides 1 oz equivalent grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of noncreditable grains may not credit towards the grain requirements for school meals.

Signature

Sr. Director, Nutrition Labeling & Regulatory Compliance
Title

Julia M. Jursinic, MS

 2/19/15

 1-877-511-5777

Printed Name

Date

Phone Number