

Kellogg's® Pop-Tarts® Made With Whole Grain Frosted Blueberry

Keep students coming back with these wholesome, perfectly frosted pockets of blueberry deliciousness. Fully baked and fun to eat right from the pouch.

Product Type
Grab 'N Go Pop-Tarts

Allergen Information
CONTAINS WHEAT AND SOY INGREDIENTS.

Product Category

Dietary Exchange Per Serving

UPC Code
3800017196

Kosher Status
Not Certified

Servings/Case
120 ct

Grain Ounce Equivalents
1.0

Sizes
1.76 oz

Shelf Life
365 days (12 months)

Format
Single Serve

Country of Origin
Distributed in USA

Gross Weight
16.22



Date Printed: 11/19/2018

Kellogg's® Pop-Tarts® Whole Grain Frosted Blueberry

| Nutrition Facts | |
|---|---------------------------|
| Serving Size | 1 Pastry (50g) |
| Amount Per Serving | |
| Calories 180 | Calories from Fat 25 |
| % Daily Value* | |
| Total Fat 2.5g | 4% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Polyunsaturated Fat 1g | |
| Monounsaturated Fat 0.5g | |
| Cholesterol 0mg | 0% |
| Sodium 180mg | 8% |
| Total Carbohydrate 38g | 13% |
| Dietary Fiber 3g | 11% |
| Sugars 15g | |
| Protein 2g | |
| Vitamin A 10% • Vitamin C 0% • Calcium 10% • Iron 10% | |
| Thiamin 10% • Riboflavin 10% • Niacin 10% • Vitamin B6 10% | |
| * Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs: | |
| | Calories 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat. Fat | Less than 25g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| INGREDIENTS: WHOLE WHEAT FLOUR, SUGAR, CORN SYRUP, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B1 (THIAMIN MONONITRATE), VITAMIN B2 (RIBOFLAVIN), FOLIC ACID), DEXTROSE, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), BLEACHED WHEAT FLOUR, POLYDEXTROSE, GLYCERIN, FRUCTOSE, CONTAINS TWO PERCENT OR LESS OF WHEAT STARCH, DRIED BLUEBERRIES, DRIED GRAPES, DRIED APPLES, CALCIUM CARBONATE, SALT, LEAVENING (SODIUM ACID PYROPHOSPHATE, BAKING SODA), SODIUM STEAROYL LACTYLATE, MODIFIED WHEAT STARCH, CITRIC ACID, DATEM, GELATIN, YELLOW CORN FLOUR, PALM OIL, XANTHAN GUM, CARAMEL COLOR, CORNSTARCH, TURMERIC EXTRACT COLOR, SOY LECITHIN, RED 40, VITAMIN A PALMITATE, NIACINAMIDE, REDUCED IRON, NATURAL AND ARTIFICIAL FLAVORS, BLUE 2, BLUE 1, VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN), VITAMIN B1 (THIAMIN HYDROCHLORIDE), COLOR ADDED. | |
| CONTAINS WHEAT AND SOY INGREDIENTS. | |

NLI#14167



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* |
|---|---|-------------|-------------|--------------|--|------------------------------|
| Kellogg's® Bowl Pack Cereal | | | | | | |
| 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 |
| Kellogg's® Jump Starts™ Express Breakfast To Go Kits | | | | | | |
| 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 |
| Kellogg's® Cereal Pouches | | | | | | |
| 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 |
| Kellogg's® Cereal-in-a-Cup | | | | | | |
| 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 |
| Kellogg's® Cereal Individual Box | | | | | | |
| 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 |
| Kellogg's® Cereal Bulk Pack | | | | | | |
| 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, 1/4 cup = 1 oz eq grain. | | | | | | |
| Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Single Count | | | | | | |
| 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 |
| Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Two Count | | | | | | |
| 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 |
| Kellogg's® Graham Snacks | | | | | | |
| 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 |
| Keebler® Character Graham | | | | | | |

| 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® Grahams Original | 1 | 150/1 oz. | 1 Pkg. | 17 | X |
| 30100-40239 | Keebler® Elf® Grahams Chocolate | 1 | 150/1 oz. | 1 Pkg. | 17 | X |
| 30100-40221 | Keebler® Elf® Grahams 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 Grahams (Jurassic World) | 1 | 210/1 oz. | 1 Pkg. | 17.9 | X |
| Keebler® Grahams | | | | | | |
| 30100-91822 | Keebler® Honey Grahams | 1 | 150/3 ct. | 1 Pkg. | 16 | X |
| 30100-91829 | Keebler® Original Grahams | 1 | 150/3 ct. | 1 Pkg. | 16 | X |
| 30100-38406 | Keebler® Honey Grahams | 0.5 | 200/2 ct. | 1 Pkg. | 10 | X |
| 30100-30074 | Keebler® Original Grahams | 0.5 | 200/2 ct. | 1 Pkg. | 10 | X |
| Kashi® Chewy Granola Bars | | | | | | |
| 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 |
| Kellogg's® Chewy Cereal Bars | | | | | | |
| 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 |
| 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 | 12.8 | 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. | | | | |
| Cheez-It® Snack Crackers | | | | | | |
| 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 |
| Keebler® Crackers | | | | | | |
| 30100-20150 | Keebler® Animal Crackers | 1 | 150/1 oz. | 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 | 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 |
| Kellogg's® Eggo® Waffles and Pancakes | | | | | | |
| 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 |
| Zesta® Saltines | | | | | | |
| 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 ≥ 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