Kellogg's® Jump-Starts Express™ Frosted Flakes® Multi-Grain for Schools

Kellogg's Frosted Flakes® Multi-Grain for Schools; Keebler® Honey Graham, Apple Juice from Concentrate

Date Printed: 01/09/2018

Product Type
Breakfast Kits

Product Category

UPC Code
3800051091

Servings/Case
44 ct

Sizes
5.97 oz

Format
Single Serve

Gross Weight
21.40

Allergen Information
Kellogg's® Jump-Starts Express™ Frosted Flakes® Multi-Grain for Schools: Contains Wheat Ingredients.

Keebler® Honey Grahams: Contains Wheat and Soy Ingredients.

Dietary Exchange Per Serving

Kosher Status
Not Certified

Grain Ounce Equivalents

Shelf Life
240 days (8 months)

Country of Origin
Distributed in USA

Kellogg's
Frosted Flakes® Multigrain
For Schools

Nutrition Facts

Serving Size 1 Container (28g)
Calories 100
Calories from Fat 0

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 0g	0%	**Cholest.** 0mg	0%	Dietary Fiber 2g	9%
Sat. Fat 0g	0%	**Sodium** 170mg	7%	Sugars 7g	
Trans Fat 0g		**Total Carb.** 24g	8%	**Protein** 2g	
Vitamin A 10% • Vitamin C 25% • Calcium 0% • Iron 25%					
Vitamin D 10% • Thiamin 25% • Riboflavin 25% • Niacin 25%					
Vitamin B_6 25% • Folic Acid 25% • Vitamin B_{12} 25%					

* Percent Daily Values (DV) are based on a 2,000 calorie diet.

Ingredients: Whole grain wheat, rice, sugar, milled corn, wheat bran, contains 2% or less of salt, malt flavor, **Vitamins and Minerals:** Vitamin C (ascorbic acid), niacinamide, reduced iron, vitamin B_6 (pyridoxine hydrochloride), vitamin B_2 (riboflavin), vitamin B_1 (thiamin hydrochloride), vitamin A palmitate, folic acid, vitamin B_{12}, vitamin D_3. **CONTAINS WHEAT INGREDIENTS. CORN USED IN THIS PRODUCT MAY CONTAIN TRACES OF SOYBEANS.**

NLI#14465

Keebler®
Grahams
Honey

Nutrition Facts Serv. Size: 1 Package, Amount Per Serving: **Calories** 90, Fat Cal. 20, **Total Fat** 2.5g (4% DV), Sat. Fat 0g (0% DV), *Trans* Fat 0g, **Cholest.** 0mg (0% DV), **Sodium** 95mg (4% DV), **Total Carb.** 17g (6% DV), Fiber 1g (4% DV), Sugars 5g, **Protein** 2g, Vitamin A (10% DV), Vitamin C (0% DV), Calcium (10% DV), Iron (4% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: GRAHAM FLOUR, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B_1 [THIAMIN MONONITRATE], VITAMIN B_2 [RIBOFLAVIN], FOLIC ACID), SUGAR, CANOLA OIL, MOLASSES, HONEY, CORN SYRUP, CONTAINS 2% OR LESS OF CALCIUM CARBONATE, LEAVENING (BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE), SALT, ARTIFICIAL FLAVOR, VITAMIN A PALMITATE, BHT FOR FRESHNESS, SOY LECITHIN. **CONTAINS WHEAT AND SOY INGREDIENTS.**

NLI#11534

Nutrition Facts

Serving Size
Servings Per Container

Amount Per Serving	Apple Juice from Concentrate 1 Package (125mL)
	1
Calories	60
Calories from Fat	0
	%DV*
Total Fat	0g 0%
Sodium	5mg 0%
Potassium	85mg 2%
Total Carbohydrate	15g 5%
Sugars	15g
Protein	0g
	Vitamin C 100%
	Calcium 10%

* 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:

	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
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Not a significant source of Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Vitamin A, and Iron.

NLI# 05071

APPLE JUICE FROM CONCENTRATE INGREDIENTS: FILTERED WATER, APPLE JUICE CONCENTRATE, CALCIUM LACTATE, ASCORBIC ACID (VITAMIN C), NATURAL FLAVORS, MALIC ACID. CONTAINS CONCENTRATE FROM USA, CHINA, GERMANY AND CHILE.

August 15, 2017

TO: **Our Valued US Customer**

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

K-12 US Product Grain Oz Eq Guide Foodservice – August 2017

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® Morning Jump-Starts™						
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*
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
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
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 Clusters†	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 (60 g)	1 oz = 1 oz eq grain	X
38000-25435	Kellogg's® Low Fat Granola without Raisins†	1.75	4/50 oz.	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**.						
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	20	X
38000-12070	Pop-Tarts® Made With Whole Grain Frosted Fudge	1.25	120/1.76 oz.	1 Pastry	21	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
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	41	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.	32.4	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	150/0.95 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 Grahams						
30100-40213	Keebler® Elf® Grahams Original	1	150/1 oz.	1 Pkg.	17.7	X
30100-40239	Keebler® Elf® Grahams Chocolate	1	150/1 oz.	1 Pkg.	16.8	X
30100-40221	Keebler® Elf® Grahams 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
30100-11654	Keebler® Despicable Me 3!™ Honey Grahams	1	210/1 oz.	1 Pkg.	17.9	X
Keebler® Grahams						
30100-91822	Keebler® Honey Grahams	1	150/3 ct.	1 Pkg.	16	X
30100-91819	Keebler® Honey Grahams w/Fiber	1	150/3 ct.	1 Pkg.	16.2	X
30100-91829	Keebler® Original Grahams	1	150/3 ct.	1 Pkg.	16.1	X
30100-38406	Keebler® Honey Grahams	0.5	200/2 ct.	1 Pkg.	9.9	X
30100-30074	Keebler® Original Grahams	0.5	200/2 ct.	1 Pkg.	9.9	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
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	17.3	X
38000-54937	Rice Krispies® Chewy Cereal Bar Berry	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	16.3	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® 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	17.6	X
24100-79263	Cheez-It® Crackers Made With 9g Whole Grain	1	175/0.75 oz.	1 Pouch	18.3	X
24100-10480	Cheez-It® Crackers Made With 12g Whole Grain	1.5	60/1 oz.	1 Pouch	24.4	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)	26.1 18.3	X 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	16	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-14567	Kellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made With Whole Grain for Schools	1	80/1.59 oz.	1 Bar	17.7	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	X
Kellogg's® Eggo® Waffles and Pancakes						
38000-80693	Eggo® Bites Mini French Toast Original	2	72/3.03 oz.	1 Pouch	32.4	X
38000-80801	Eggo® Bites Mini French Toast Chocolate Chip	2	72/3.03 oz.	1 Pouch	32.5	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	33.1	X
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	32.8	X
Zesta® Saltines						
30100-10088	Zesta® Saltine Mini Crackers Made With Whole Grain	0.5	300/0.39 oz.	1 Pouch	9.5	X
Eagle Popped Crisps						
30100-10292	Eagle® Popped Crisps Honey BBQ	1	60/0.78 oz.	1 Pouch	16.6	X
30100-10296	Eagle® Popped Crisps Sour Cream & Onion	1	60/0.78 oz.	1 Pouch	17.1	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.