



NEW!

FUEL EVERY ADVENTURE



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Delight active snackers' taste buds and energize their lifestyle with Bear Naked® delicious, fun to eat granola bites that go anywhere and everywhere.

Fuel Opportunity

Consumers are looking for new snacking options and poppable bites provide a new occasion in the wholesome snack category. Stock poppable bites to provide incremental sales to the category while minimizing cannibalization of existing brands.

Keeping it Real

A wholesome, portable snack packed with the real ingredients consumers are seeking and that are visible through clear packaging.

Trending Attributes

Consumers want to feel good about what they are purchasing. Bear Naked Bites are: **Non GMO Project Verified**, **Gluten-Free** and made with **Fair Trade Cocoa**.

Offer poppable, portable chunks of the delicious granola they love.

Bear Naked®
Peanut Butter & Honey 1.3 oz.



Pouch



Carton



Case



Bear Naked®
Dark Chocolate Sea Salt 1.3 oz.



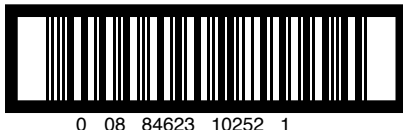
Pouch



Carton



Case



Bear Naked®
Peanut Butter & Honey 7.2 oz.



Pouch



Case



Bear Naked®
Dark Chocolate Sea Salt 7.2 oz.



Pouch



Case



| Product Description | Case Code | Case Count | Unit Size | Gross Case Wt. | Distributor Code |
|-------------------------------------|--------------|-----------------|-----------|----------------|------------------|
| Bear Naked® Peanut Butter & Honey | 884623-10250 | 8/6 ct. cartons | 1.3 oz. | 5.59 lbs. | |
| Bear Naked® Dark Chocolate Sea Salt | 884623-10252 | 8/6 ct. cartons | 1.3 oz. | 5.59 lbs. | |
| Bear Naked® Peanut Butter & Honey | 884623-10194 | 6 ct. | 7.2 oz. | 3.3 lbs. | |
| Bear Naked® Dark Chocolate Sea Salt | 884623-10191 | 6 ct. | 7.2 oz. | 3.3 lbs. | |

Get in on the action. Fuel up your wholesome snacking line-up today!

Receive exclusive access to trends and more by joining **Grow My Store.™**

For more information, visit www.KelloggsSpecialtyChannels.com

With on-the-go breakfasts, portable snacks and wholesome favorites,

Kellogg's® helps you capture the opportunities of now.

Now is a good time to partner with *Kellogg's*®.