Kellogg's®

FUEL EVERY ADVENTURE

NEW!

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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.

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Bear Naked®
Peanut Butter & Honey

170 CALORIES | **2**g SAT FAT 10% DV | **180**mg SODIUM 8% DV | **7**g SUGARS

PER 1 POUCH

TM

Bear Naked®
Dark Chocolate Sea Salt

170 CALORIES | **3**g SAT FAT 15% DV | **160**mg SODIUM 7% DV | **7**g SUGARS

PER 1 POUCH

Product Description	Case Code	Case Count	Unit Size	Gross Case Wt.	Distributor Code
Bear Naked® Peanut Butter & Honey	884623-10215	50 ct.	1.3 oz.	4.85 lbs.	
Bear Naked® Dark Chocolate Sea Salt	884623-10213	50 ct.	1.3 oz.	4.85 lbs.	

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

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

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®.

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