

RECEIVE UP TO A

2.75% REBATE

MEMBER PARTICIPATION VALUE

Receive a **1.50% semi-annual rebate** on all of your Kellogg's purchases when you stock the **required base level of 36 Kellogg's SUPER SKU's*** listed below. See options level 1** and 2*** to add even more rebates to your base level rebate. To qualify for these additional rebates, you must carry the 36 SUPER SKU's throughout the year.

Product Category	*Kellogg's 36 SUPER SKU's Product Description	Package Code	Tray Code
Alternative	Rice Krispies Treats Big Bar 2.2 oz 12ct	0-3800059099-3	38000-59098
Alternative	Pop-Tarts Frosted Strawberry 6ct	0-3800031731-6	38000-31730
Crackers	Cheez-It Original 3 oz 6ct	0-2410019134-5	24100-19133
Alternative	Nutri-Grain Cereal Bar Strawberry 16ct	0-3800035921-7	38000-35948
Nutrition	Special K Protein Meal Bar Strawberry 8ct	0-3800000011-9	38000-29186
Nutrition	Special K Protein Meal Bar Chocolate Peanut Butter 8ct	0-3800000010-2	38000-29190
Salty Shelf	Pringles Original Single Serve 12ct	0-3800084524-6	38000-84563
Salty Shelf	Pringles Sour Cream & Onion Single Serve 12ct	0-3800084525-3	38000-84560
Salty Shelf	Pringles Original Standard Can 14ct	0-3800084496-6	38000-84496
Salty Shelf	Pringles Sour Cream & Onion Standard Can 14ct	0-3800084500-0	38000-84500
Alternative	Rice Krispies Treats Original 1.3 oz 20ct	0-3800076541-4	38000-76540
Alternative	Pop-Tarts Frosted Brown Sugar Cinnamon 6ct	0-3800031131-4	38000-31130
Crackers	Keebler Sandwich Crackers Toast & Peanut Butter 12ct	0-3010012518-1	30100-21167
Crackers	Keebler Sandwich Crackers Cheese & Peanut Butter 12ct	0-3010012515-0	30100-21165
Cookies	Soft Batch Chocolate Chip 2.2 oz 12ct	0-3010019943-4	30100-19935
Cookies	Famous Amos Chocolate Chip 3 oz 6ct	0-7667719137-2	76677-19136
Cookies	Keebler Vanilla Sugar Wafers 2.75 oz 12ct	0-3010012587-7	30100-12588
Salty Peg	Cheez-It Duoz Sharp Cheddar/Parmesan 4.3 oz 6ct	0-2410057730-9	24100-57728
Salty Peg	Cheez-It Original 7oz 6ct	0-2410020411-3	24100-20408
Salty Peg	Grooves Sharp White Cheddar 6ct	0-2410010345-4	24100-93647
Salty Peg	Cheez-It Snack Mix Double Cheese 3.5 oz 6ct	0-2410057721-7	24100-57720
RTEC Single Serve	Kellogg Frosted Flakes Ready-to-eat Cereal 2.1 oz Cup 6ct	0-3800063570-0	38000-01468
RTEC Single Serve	Kellogg Froot Loops Ready-to-eat Cereal 1.5 oz Cup 6ct	0-3800063530-4	38000-01246
Crackers	Cheez-It White Cheddar 3 oz 6ct	0-2410031534-5	24100-31533
RTEC Single Serve	Kellogg Raisin Bran Crunch Ready-to-eat Cereal 2.8 oz Cup 6ct	0-3800011630-8	38000-01474
Salty Shelf	Pringles Cheddar Single Serve 12ct	0-3800084526-0	38000-84561
Salty Shelf	Pringles Barbeque Single Serve 12ct	0-3800084527-7	38000-84562
Nutrition	Special K Protein Meal Bar Double Chocolate 8ct	0-3800000012-6	38000-29188
Alternative	Nutri-Grain Cereal Bar Apple Cinnamon 16ct	0-3800035621-6	38000-35648
Alternative	Rice Krispies Treats Big Bar Double Chocolatey Chunk 3oz 12ct	0-3800059095-5	38000-59094
Alternative	Pop-Tarts Frosted Smores 6ct	0-3800058171-7	38000-58170
Salty Peg	Cheez-It Original Snack Mix (Sriracha flavor is acceptable) 6ct	0-2410057716-3	24100-57715
Salty Peg	Grooves Zesty Cheddar Ranch 6ct	0-2410010344-7	24100-93646
Salty Shelf	Pringles Cheddar Standard Can 14ct	0-3800084498-0	38000-84498
Salty Shelf	Pringles Barbeque Standard Can 14ct	0-3800084497-3	38000-84497
Crackers	Keebler Sandwich Crackers Club & Cheddar 12ct	0-3010012521-1	30100-21163

HOW TO PARTICIPATE

- Maintain placement of the required 36 Kellogg's SUPER SKU's in your store throughout 2016.
- Purchase your Kellogg's products from a buying group approved wholesaler for your purchases to be tracked for the rebate.
- Your Kellogg's product purchases must be paid within terms to qualify for the rebate.
- Reference the "Recommended" list for stocking additional fast-selling Kellogg's SKU's to increase rebates.



2016 Kellogg's 36 Super SKU's Category Breakdown

# of SKU's	Product Category	Product Description	Reasons To Carry
8	Alternative	3 Pop Tarts Single Serve 3 Rice Krispies Treats Single Serve 2 Nutri-Grain Bars	#1 toaster pastry skus. 31+ years of growth. #1 Treat Bar. Outpaced category last 2 years. #1 cereal based brand in C-stores.
3	Nutrition	3 Special K Protein Meal Bars	Category leading Protein Bars in quick turning 8 count trays.
3	Cookies	1 Soft Batch 2 oz. 1 Famous Amos 3 oz. 1 Keebler Vanilla Sugar Wafers 2.75 oz	Top selling variety cookies. Minimal shelf profile.
5	Crackers	2 Cheez-It 3 oz. 3 Keebler Sandwich Crackers	Cheez-Its Crackers are #1 Cracker brand. Keebler Sandwich Crackers are the #1 warehouse brand with outstanding retailer profitability vs. direct-store-delivery.
3	RTEC-Ready-To-Eat Cereal	1 Frosted Flakes 1 Froot Loops 1 Raisin Bran Single Serve Cereal Cups	Kellogg's is the #1 Cereal leader. Top 3 single-serve sku's.
8	Salty Shelf	4 Pringles Grab & Go 2.5 oz. 4 Standard Cans 5.68-5.96 oz.	#1 Warehouse Salty Snack, with above average Salty Snack retailer margins.
6	Salty Peg	6 Cheez-It Salty Snack Bags 3.25-7 oz.	Well-known brand with each sku stocked in easy to stock & quick turning 6-count cases versus industry 12-count cases.

Earn Additional Kellogg's Rebates

**Option Level 1

To earn a Kellogg's rebate of **2.00%**, carry the required base level of 36 Kellogg's SUPER SKU's and any additional 9-18 Kellogg's SKU's of your choice.

***Option Level 2

To maximize the Kellogg's rebate of **2.75%**, carry the required base level of 36 Kellogg's SUPER SKU's and any additional 19+ Kellogg's SKU's of your choice.