



RECEIVE UP TO A

5% REBATE

MEMBER PARTICIPATION VALUE

Receive up to a **5% quarterly rebate** on all Kellogg's products when you stock a minimum of 28 Kellogg's SKU's as listed below. **Maximize your sales and rebates by stocking the top ranking 22 Super SKUs.**

Level of Participation	Number of Kellogg's SKUs Stocked	Quarterly Rebate	22 Super SKUs Bonus	Total Rebate
Level 1	28-44	1%	+1%	2%
Level 2	45+	2%	+1%	3%

Bonus Participation	# of Bonus SKUs Stocked
+0.5%	Stock 3+ Pantry SKUS
+0.5%	Stock 5+ Beverage SKUS

Receive an **additional 1% rebate** on all of your Kellogg's purchases when you purchase any 4 of the 7 Kellogg's shippers as outlined below.

Shipper	Special K Protein Bars	Bear Naked Energy Bars	Krave Bar	Pringles Super Stack Display	Rice Krispies Big Bar	Cheez-It	Pop-Tart
Event Date	Jan-April	March-June & Oct-Dec	April-Sept	April-June	June-Aug	Sept-Dec	Oct-Dec
Shipper Count	48	32	32	56	48	48	96
Manufacturer Item #	38000-38033	884623-10057	38000-10998	38000-84623	38000-71042	24100-58845	38000-50066



HOW TO PARTICIPATE

- All participating stores will be audited for compliance.
- Purchase your Kellogg's products from a buying group approved wholesaler to ensure that your purchases can be tracked for the Kellogg's rebate.
- Your Kellogg's purchases must be paid within terms to qualify for the rebate.



Building your business with trusted brands™

SNACKING PROGRAM

"Must Have" SKU's highlighted in green

Super SKU's are in red

Priority SKU's highlighted in blue

2014 Overall Store Rank	Set Name	2014 set Rank	Description	Unit Code	Units / Tray	Pkg Net Wt (oz)
	WHOLE SOME SNACKS					
1		1	RKT Big Bar 2.2 oz	0-3800059099-3	12	2.20
2		2	Pop-Tarts Frosted Strawberry	0-3800031731-6	6	3.67
4		3	Nutri-Grain Cereal Bar Strawberry	0-3800035921-7	16	1.30
9		4	RKT Original 1.3 oz	0-3800076541-4	20	1.30
10		5	Pop-Tarts Frosted Brown Sugar Cinnamon	0-3800031131-4	6	3.52
21		6	RKT Big Bar Double Chocolatey Chunk 3oz	0-3800059095-5	12	3.00
23		7	Nutri-Grain Cereal Bar Apple Cinnamon	0-3800035621-6	16	1.30
24		8	Special K Cereal Bar Red Berries	0-3800001258-7	12	0.81
25		9	Special K Pastry Crisps Strawberry	0-3800049066-8	9	0.88
46		10	Special K Pastry Crisp Brown Sugar Cinnamon	0-3800070899-2	9	0.88
47		11	Pop-Tarts Frosted S'mores	0-3800058171-7	6	3.67
60		12	Nutri-Grain Cereal Bar Blueberry	0-3800035721-3	16	1.30
61		13	Pop-Tarts Frosted Blueberry	0-3800031031-7	6	3.67
62		14	Pop-Tarts Frosted Cherry	0-3800031840-5	6	3.67
63		15	RKT Big Bar Butter Toffee	0-3800059092-4	12	2.50
75		16	RKT Big Bar Chocolate Chip	0-3800059088-7	12	2.90
76		17	Special K Pastry Crisps Blueberry	0-3800049062-0	9	0.88
77		18	Special K Bar Chocolatey Pretzel	0-3800046621-2	12	0.81
78		19	Pop-Tarts Hot Fudge Sundae	0-3800050471-6	6	3.38
103		20	Pop-Tarts Chocolate Chip	0-3800001921-0	6	3.67
104		21	Nutri-Grain Cereal Bar Raspberry	0-3800035821-0	16	1.30
105		22	Special K Cereal Bar Blueberry	0-3800001159-7	12	0.81
106	23	Rice Krispies Treats Double Chocolate Chunk 80ct 1.3oz.	0-3800076841-5	20	1.30	
	SALTY SNACKS-PEG					
17		1	Special K Cracker Chips - Cheddar	0-3800058400-8	6	1.06
18		2	Special K Cracker Chips - Sea Salt	0-3800058403-9	6	1.06
19		3	Cheeze-It Duoz Sharp Cheddar/Parmesan 4.3 oz	0-2410057730-9	6	4.30
44		4	Cheeze-It Duoz Smoked Cheddar/Monterey Jack 4.3 oz	0-2410057727-9	6	4.30
50		5	Special K Cracker Chips Honey BBQ	0-3800078427-9	6	1.06
52		6	Special K Cracker Chip Sour Cream and Onion	0-3800072996-6	6	1.06
64		7	Cheeze-It Duoz Cheddar Jack/Baby Swiss	0-2410092841-5	6	4.30
65		8	Cheeze-It Snack Mix Double Cheese 3.5 oz	0-2410057721-7	6	3.50
73		9	Cheeze-It Snack Mix Spicy Cheddar Chipotle	0-2410091916-1	6	3.80
74		10	Cheeze-It Original 7oz	0-2410020411-3	6	7.00
96		11	Special K Cracker Chips Southwestern Ranch	0-3800072998-0	6	1.06
97		12	Special K Popcorn Chips Sweet and Salty	0-3800072237-0	6	0.91
98		13	Cheeze-It White Cheddar Snack Mix	0-2410057719-4	6	3.80
99		14	Kashi Hummus Crisps Carmelized Onion	0-1862710024-9	6	1.00
100		15	Kashi Hummus Crisps Tomato, Basil, and Feta	0-1862710022-5	6	1.00
101	16	Cheeze-It Cheddar Jack 7oz	0-2410020421-2	6	7.00	
	SALT SNACKS-SHELF					
5		1	Pringles Original Single Serve	0-3800084524-6	12	2.36
6		2	Pringles Sour Cream & Onion Single Serve	0-3800084525-3	12	2.50
11		3	Pringles Original Standard Can	0-3800084496-6	14	5.68
12		4	Pringles Sour Cream & Onion Standard Can	0-3800084500-0	14	5.96
28		5	Pringles Cheddar Single Serve	0-3800084526-0	12	2.50
29		6	Pringles Cheddar Standard Can	0-3800084498-0	14	5.96
39		7	Pringles Barbeque Single Serve	0-3800084527-7	12	2.50
40		8	Pringles Barbeque Standard Can	0-3800084497-3	14	5.96
53		9	Pringles Salt & Vinegar Grab and Go	0-3800084894-0	12	2.50
54		10	Pringles Salt & Vinegar Standard Can	0-3800084499-7	14	5.96
79		11	Pringles Jalapeno Super Stack	0-3800084501-7	14	5.96
80		12	Pringles Pizza Standard Can	0-3800084502-4	14	5.96
107	13	Pringles Extreme Blazin' Buffalo	0-3800084510-9	14	5.96	

Due to processing time, all automatically tracked manufacturer rebates are paid at least one quarter behind. Programs may vary and are subject to change. © 2014 C Square. All rights reserved. Updated: 01/01/14 | Applies to: Retail Members | Category: C-store - Snacks



2014 Overall Store Rank	Set Name	2014 set Rank	Description	Unit Code	Units / Tray	Pkg Net Wt (oz)
7	NUTRITION / ENERGY	1	Special K Protein Meal Bar Chocolate Peanut Butter	0-3800000010-2	8	1.59
8		2	Special K Protein Meal Bar Strawberry	0-3800000011-9	8	1.59
26		3	Special K Protein Meal Bar Double Chocolate	0-3800000012-6	8	1.59
27		4	Kellogg Nourish Chocolate Bar	0-3800000093-5	10	1.58
51		5	Kellogg Nourish Lemon Bar	0-3800000094-2	10	1.58
55		6	Special K Protein Cranberry Walnut	0-3800000071-3	8	1.59
66		7	Kellogg Nourish Cranberry Almond Bar	0-3800000092-8	10	1.58
67		8	Kashi GOLEAN Crisp! Bar Chocolate Peanut	0-1862773240-2	12	1.76
81		9	Special K Protein Meal Bar Chocolate Caramel	0-3800000055-3	8	1.59
93		10	Kashi GOLEAN Crisp! Bar Chocolate Caramel	0-1862773040-8	12	1.59
110		11	Kashi GOLEAN Dipped Bar Chocolate Malted Crisp	0-1862751469-5	12	1.94
111		12	Special K Protein Meal Bar Chocolate Chip	0-3800000001-0	8	1.59
3	CRACKERS	1	Cheez-It Original 3 oz	0-2410019134-5	6	3.00
13		2	Keebler Sandwich Crackers Toast & Peanut Butter	0-3010012518-1	12	1.80
14		3	Keebler Sandwich Crackers Cheese & Peanut Butter	0-3010012515-0	12	1.80
22		4	Cheez-It White Cheddar 3 oz	0-2410031534-5	6	3.00
30		5	Keebler Sandwich Crackers Club & Cheddar	0-3010012521-1	12	1.80
48		6	Cheez-It Cheddar Jack 3 oz	0-2410020362-8	6	3.00
49		7	Keebler Sandwich Crackers Cheese & Cheddar	0-3010021148-8	12	1.80
82		8	Cheez-It Original 1.5 oz	0-2410012261-5	8	1.50
91		9	Cheez it Crackers- Pepper Jack 3 oz	0-2410057382-0	6	3.00
92		10	Keebler Cracker Sandwiches PB&J	0-2410021151-8	12	1.80
108		11	Cheez it White Cheddar 1.5 oz	0-2410012660-6	8	1.50
109		12	Cheez-It Hot & Spicy 3oz	0-2410037277-5	6	3.00
15	COOKIES	1	Soff Batch Chocolate Chip 2.2 oz	0-3010019943-4	12	2.20
16		2	Famous Amos Chocolate Chip 3 oz	0-7667719137-2	6	3.00
31		3	Keebler Vanilla Sugar Wafers 2.75 oz	0-3010012587-7	12	2.75
32		4	Pitter Patter Peanut Butter Cookies	0-3010076509-7	8	3.90
56		5	Keebler Strawberry Sugar Wafers 2.75 oz	0-3010012599-0	12	2.75
58		6	Fudge Shoppe Fudge Stripes 1.9oz	0-3010077398-6	12	1.90
59		7	Pecan Sandies 3 oz	0-3010019141-4	6	3.00
89		8	Pitter Patter Chocolate Peanut Butter Cookies	0-3010076512-7	8	3.90
90		9	Keebler Cookie Combo	0-3010058554-1	6	3.00
102		10	Keebler Rainbow Chips Deluxe 3oz.	0-3010019145-2	6	3.00
20	RTEC - SINGLE SERVE	1	Kellogg Frosted Flakes Cup 2.1 oz	0-3800063570-0	6	2.10
33		2	Kellogg Froot Loops Cup 1.5 oz	0-3800063530-4	6	1.50
41		3	Kellogg Raisin Bran Crunch Cup 2.8 oz	0-3800011630-8	6	2.80
68		4	Kellogg Apple Jacks Cup 1.5 oz	0-3800086350-9	6	1.50
69		5	Kellogg Special K Cup 1.25 oz	0-3800063550-2	6	1.25
70		6	Krave Cereal in a Cup	0-3800071891-5	6	1.87
86		7	Kellogg Corn Pops CIAC	0-3800063560-1	6	1.50
87		8	Kellogg Cocoa Krispies CIAC	0-3800009456-9	6	2.30
88		9	Kellogg Frosted Mini Wheat Bite Size CIAC	0-3800031329-5	6	2.50
38	PANTRY	1	Kellogg Frosted Flakes 10.5 oz	0-3800059644-5	NA	10.50
42		2	Kellogg Froot Loops 8.7 oz	0-3800039125-5	NA	8.70
43		3	Frosted Strawberry Pop Tart 8ct.	0-3800031710-1	NA	14.70
71		4	Kellogg Fun Pak 8.56 oz	0-3800005220-0	NA	8.56
94		5	Kellogg Raisin Bran Box 13.7 oz	0-3800059665-0	NA	13.70
95		6	Frosted Brown Sugar Cinnamon Pop Tart 8ct.	0-3800031110-9	NA	14.00
34	BEVERAGE	1	Kellogg Breakfast To Go Chocolate	0-3800000076-8	4	10.00
35		2	Kellogg Breakfast To Go Vanilla	0-3800000073-7	4	10.00
36		3	Special K Protein Shakes - Milk Chocolate	0-3800000039-3	4	10.00
37		4	Special K Protein Shakes - French Vanilla	0-3800000042-3	4	10.00
45		5	Special K Protein Café Shakes Chocolate Mocha	0-3800000081-2	4	10.00
57		6	Kellogg Breakfast to Go Strawberry	0-3800000075-1	4	10.00
72		7	Special K Protein Café Shakes Vanilla Cappuccino	0-3800000080-5	4	10.00
83		8	Special K Protein Shake Strawberry Banana	0-3800000067-6	4	10.00
84		9	Special K Protein Shake Rich Chocolate	0-3800000057-7	4	10.00
85		10	Special K Protein Shakes - Strawberry	0-3800000041-6	4	10.00

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1 NEW	INNOVATION	1	Bear Naked Bar-Choco Chip PB	0-8462310037-4	8	2.00
2 NEW		2	Bear Naked Peanut Butter	0-8462310040-4	8	2.00
3 NEW		3	Pringles Tortilla-Nacho	0-3800084915-2	14	6.42
4 NEW		4	Pringles Tortilla SW Ranch	0-3800084917-6	14	6.42
5 NEW		5	Krave Treat Bars S'Mores	0-3800010589-0	8	1.58
6 NEW		6	Krave Treats Bar Brownie	0-3800010593-7	8	1.58
7 NEW		7	Bear Naked Trail Mix Choc Cran-Raisin	0-8462310028-2	8	1.75
8 NEW		8	Bear Naked Granola Honey Almond Protein	0-8462310002-2	8	1.86
9 NEW		9	EL Fudge Butter Cookies	0-3010091306-1	8	3.40
10 NEW		10	EL Fudge Chocolate Cookies	0-3010091038-5	8	3.40
11 NEW		11	Bear Naked Trail Mix Cranberry Almond	0-8462310027-5	8	1.75
12 NEW		12	Bear Naked Granola Original Cinnamon Protein	0-8462310001-5	8	1.86
13 NEW		13	Pringles Tortilla Original	0-3800084913-8	14	6.07
14 NEW		14	Nourish Hot Cereal Maple Brown Sugar	0-3800094087-3	6	1.83
15 NEW		15	Nourish Hot Cereal Cranberry Almond	0-3800094090-3	6	1.83
16 NEW		16	Bear Naked Trail Mix Choc Cran-Raisin	0-8462310048-0	8	4.50
17 NEW		17	Bear Naked Trail Mix Cranberry Almond	0-8462310050-3	8	4.50