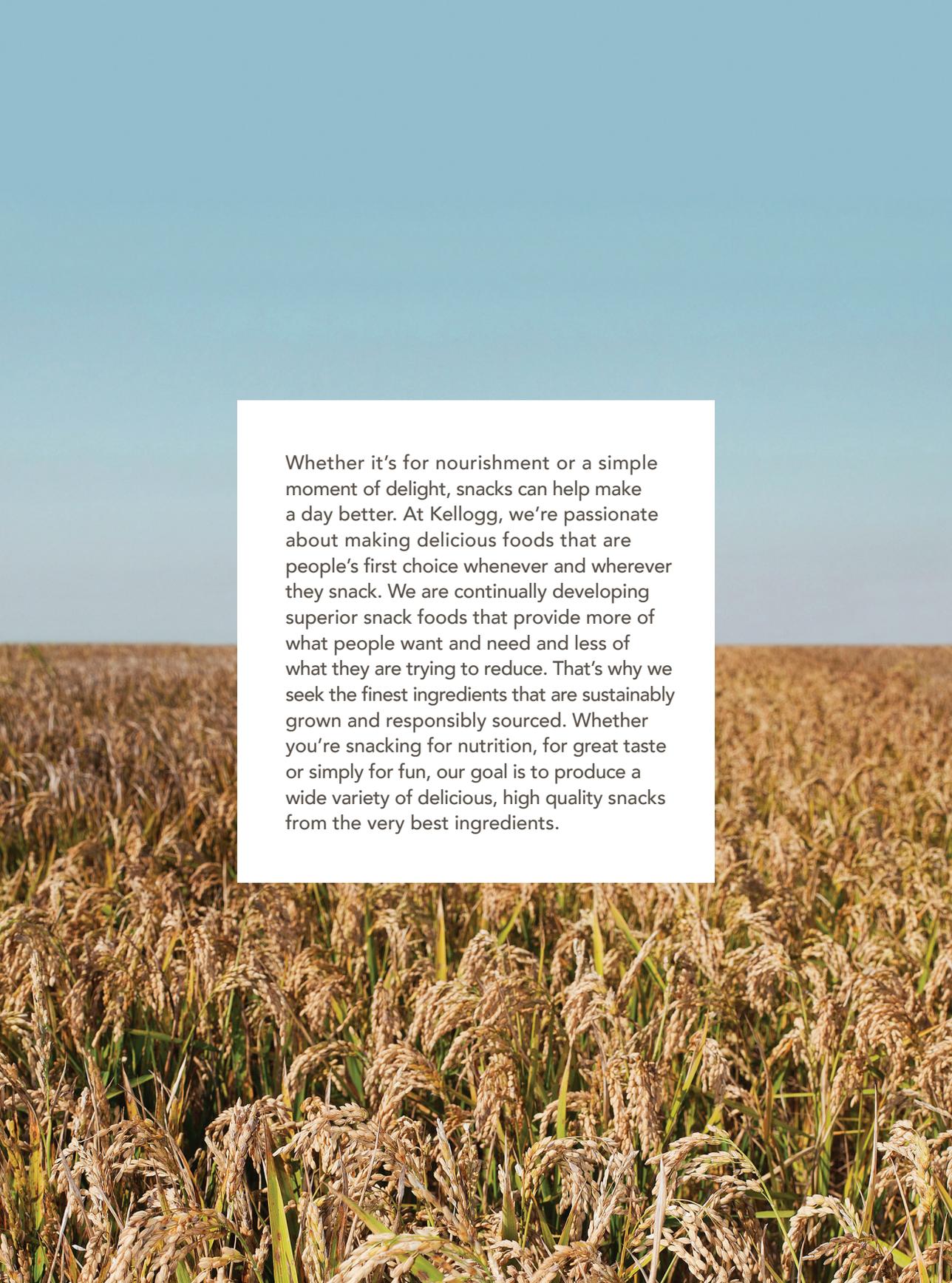


THE
STORY
ON
SNACKING



Kellogg's

A photograph of a vast field of golden wheat stretching to the horizon under a clear, light blue sky. The wheat stalks are in sharp focus in the foreground, showing their intricate structure and vibrant yellow-gold color. The background is a soft, out-of-focus expanse of the same field, meeting a clear sky at a straight horizon line.

Whether it's for nourishment or a simple moment of delight, snacks can help make a day better. At Kellogg, we're passionate about making delicious foods that are people's first choice whenever and wherever they snack. We are continually developing superior snack foods that provide more of what people want and need and less of what they are trying to reduce. That's why we seek the finest ingredients that are sustainably grown and responsibly sourced. Whether you're snacking for nutrition, for great taste or simply for fun, our goal is to produce a wide variety of delicious, high quality snacks from the very best ingredients.



SNACKS
CAN MAKE A DAY
BETTER



SNACKING IS A WAY OF LIFE

Whether we're running out the door in the morning, rushing to meetings, or picking up the kids from school, we're busier than ever. So it's only natural that what - and how - we eat has changed. Just 40 years ago, the average American ate only one snack a day, but today most of us eat 2 or more snacks a day.

What We Snack On

There's no formal definition of snacking, but most of us would agree that a snack is something we eat before, between or after meals. Snacks can happen any time - early in the morning, between breakfast and lunch, in the mid or late afternoon, in the evening after dinner or even right before bedtime. Whenever you like to snack, in the proper portion sizes, snacks for both nourishment and treats can fit into a healthy, balanced diet.

Why We Snack

We snack for lots of reasons. Often, it's for energy or to curb hunger between meals. Sometimes we snack for emotional reasons, such as boredom, stress, or because we want a treat.

When We Snack

Today, we are snacking more often at all times throughout the day, from morning through evening, with afternoon snacking being the most popular time.



SNACKING FOR BETTER NUTRITION? HERE ARE SOME ROLES SNACKS CAN PLAY IN A HEALTHY LIFESTYLE



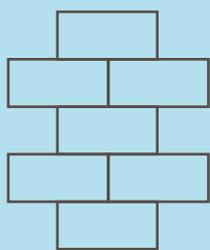
- Snacks can help give energy to fuel our body and muscles.
- Snacks can deliver nutrients that are low in American's diets, such as potassium, calcium, Vitamin D and fiber.
- Snacks eaten with smaller meals may help to manage weight.

THINK GRAIN-BASED SNACKS

Getting the right nutrition each day helps our bodies work their best. Grains contain:



Carbohydrates, the main energy source for our body and muscles.



Protein, the building block of all cells.

B vitamins

Fiber

Phytonutrients

Minerals



All are important for a healthy diet.

TREAT YOURSELF

Even though snacks of all kinds can fit into a healthy, balanced diet it's important to keep portion size in mind to help keep calories in check. Ideally, snacks should be just large enough to satisfy hunger, and small enough to compliment other meals.

- **Choosing pre-portioned** single-serve snacks is an easy way to control calories.
- For times when single-serve snacks aren't available, **measure out** individual servings of your favorite snacks into zip top bags or portable plastic containers.
- If your snack happens to be a drink, **pour it into a glass** instead of drinking it out of the bottle.
- Make sure to enjoy your snack by eating or drinking them **without distraction** for maximum enjoyment.



SIZE IT RIGHT

Whether you're snacking for nourishment or simply for enjoyment, the size or calorie content of snacks is important for maintaining a healthy body weight.

THESE RIGHT-SIZED SNACKS PROVIDE EASY PORTION CONTROL:



1 Special K® Cranberry Almond Nourish Bar

.....
1 cup unsweetened applesauce
+ ¼ cup Special K® Low-Fat Granola
.....



1 apple + 2 tablespoons peanut butter

.....
Carrot sticks and hummus
.....



27 Cheez-It® baked crackers

.....
1 Pringles® Original Single-Serve Tub + guacamole, bean dip, or salsa
.....



1 Nutri-Grain® Soft Baked Breakfast Bar

.....
1 single-serve container of low-fat yogurt + 1 sliced banana
.....



2 Keebler® Simply Made® chocolate chip cookies

BUILD A SMARTER SNACK

Looking for extra nourishment? Here are a few ways to get the most nutrition from your favorite snacks:





Add an 8 ounce glass of 1% of non-fat milk to a serving of cookies
Nutrition bonus! Protein, calcium, vitamin D, and potassium



Add ¼ cup strawberries to cereal
Nutrition bonus! Vitamin C



Add 1 ounce sliced lean deli turkey to crackers
Nutrition bonus! Protein



Add 2 tablespoons sunflower seeds to popcorn
Nutrition bonus! Vitamin E



Add ¼ cup black bean dip to chips
Nutrition bonus! Protein, fiber and potassium



1 DOUBLE DELICIOUS DUNKERS

Calories: 80 Protein: 4g Fiber: 2g

Don't believe that your kids will clamor for a vegetable snack? Try these crispy-coated, baked vegetables with a pizza sauce dip.

Ingredients

- 1 cup **Kellogg's Corn Flakes**[®] cereal, **Kellogg's Rice Krispies**[®] or **Kellogg's Special K**[®] Original cereal (crushed to ½ cup)
- ¾ cup **Sunshine**[®] **Cheez-It**[®] Original crackers (crushed to ⅓ cup)
- 2 tablespoons grated parmesan cheese
- ⅛ teaspoon garlic powder
- ⅛ teaspoon cayenne pepper
- 2 egg whites, slightly beaten
- 2 tablespoons water
- 3½ cups ¼-inch-thick-zucchini slices, cauliflower florets, broccoli florets or combination
- 1 cup pizza sauce

Directions

1. In shallow dish stir together **Kellogg's Corn Flakes**[®] cereal, **Sunshine**[®] **Cheez-It**[®] Original crackers, parmesan cheese, garlic powder and cayenne pepper (if desired).
2. In another small bowl stir together egg whites and water. Dip zucchini, cauliflower and broccoli into egg mixture. Roll in crumb mixture, gently pressing crumbs onto vegetables. Place on baking sheet coated with nonstick cooking spray. Bake at 400° F for 8 to 10 minutes or until vegetables are crisp-tender.
3. Meanwhile, in small microwave-safe bowl heat pizza sauce on high for 30 seconds to 1 minute or until heated through. Serve as dipping sauce with warm vegetables.



2

GROWN UP TRAIL MIX

Calories: 260 Protein: 8g Fiber: 4g

This bowl offers an assortment of flavors and textures. Not to mention antioxidants, protein and fiber.

Ingredients

- ½ cup **Kellogg's Raisin Bran Cranberry**[®]
- ¼ cup low-fat plain yogurt
- 2 tablespoons chocolate covered espresso beans
- 1 tablespoons almonds

Directions

1. In a bowl, mix **Kellogg's Raisin Bran Cranberry**[®] with yogurt. Top with espresso beans and almonds.



3 DIPPED PEARS

Calories: 160 Protein: 5g Fiber: 4g

Dip slices of pears into a creamy peanut butter dip, then roll them in **Kellogg's® Rice Krispies®** cereal for a sweet and simple snack.

Ingredients

- 1/3 cup fat free plain yogurt
- 3 tablespoons creamy peanut butter
- 1 tablespoon fat free milk
- 1 1/2 teaspoons sugar
- 1 cup **Kellogg's® Rice Krispies®** cereal
- 2 medium pears, cored and sliced (16 slices total)

Directions

1. In small bowl whisk together yogurt and peanut butter. Whisk in milk and sugar.
2. Place cereal in small dish.
3. To serve, dip pear pieces into peanut butter mixture, then roll in cereal. Alternatively, chop pears into 1-inch pieces for older children who may enjoy using toothpicks to dip and roll pears on their own.



4 PEANUT BUTTER-BANANA DIP

Calories: 120 Protein: 3g Fiber: 1g

Dazzle old and young, alike, with this scrumptious dip made from banana, yogurt and peanut butter.

Ingredients

- 1 medium ripe banana, cut into chunks
- 1/3 cup low-fat plain yogurt
- 1/3 cup creamy peanut butter
- 1 tablespoon honey or maple syrup
- 1 teaspoon lemon juice
- 1/4 teaspoon ground cinnamon
- 1 tablespoon coarsely chopped, dry roasted peanuts (optional)
- Keebler® Town House®** Pretzel Thins Oven Baked Crackers Sea Salt

Directions

1. In food processor bowl combine banana, yogurt, peanut butter, honey, lemon juice and cinnamon. Cover and process until smooth. Spoon into serving dish. Garnish with peanuts (if desired).
 2. Immediately serve yogurt mixture with **Keebler® Town House®** Pretzel Thins Oven Baked Crackers.
- Yield: 1 1/4 cups dip; 10 servings; (1 serving = 2 tablespoons dip plus 4 crackers)



5 BROCCOLI-FETA HUMMUS

Calories: 150 Protein: 4g Fiber: 2g

Give familiar hummus a new spin with feta cheese, roasted red peppers and fresh broccoli.

Ingredients

- ½ cup (2 oz.) crumbled feta cheese, divided
- ⅓ cup drained, roasted red pepper strips, divided
- 1 can (15 oz.) no-salt-added garbanzo beans, rinsed and drained
- 1 cup fresh broccoli florets
- 2 tablespoons lemon juice
- 2 tablespoons water
- 1 tablespoon olive oil
- ½ teaspoon toasted sesame oil
- 2 cloves garlic, minced
- ⅛ teaspoon salt

Keebler® Town House® Pita Crackers Sea Salt

Directions

1. Reserve 1 tablespoon of the feta cheese and 1 tablespoon of the red peppers. Set aside.
2. In food processor combine the remaining feta cheese, the remaining red peppers, garbanzo beans, broccoli, lemon juice, water, olive oil, sesame oil, garlic and salt. Cover and process until nearly smooth.
3. Spread garbanzo mixture in serving dish. Sprinkle with reserved cheese and red peppers. Serve with **Keebler® Town House®** Pita Crackers Sea Salt.



6

WAFFLE FRUIT BITES

Calories: 70 Protein: 1g Fiber: 1g

Maple-flavored mini waffles create a base for these fruit-and-yogurt snacks.

Ingredients

- 1 pouch (2.18 oz.) **Kellogg's® Eggo Bites™** Waffle Maple Flavored
- ½ cup sliced fresh fruit (strawberries, banana, pineapple, peaches, nectarines, plums, apples or kiwi fruit)
- 8 teaspoons low-fat strawberry yogurt
- 2 teaspoons finely chopped pecans

Directions

1. Use toaster to prepare **Kellogg's® Eggo Bites™** Waffles according to package directions. Separate into 8 pieces. Arrange on serving plate.
2. Top each waffle with fruit and yogurt. Sprinkle with pecans. Serve immediately.

Kellogg's 
Nutrition
that matters™

