

INTRODUCING...

A delicious Gluten Free cereal your customers will love!



Chex cereal will be the **FIRST** mainstream gluten free cereal on the market! Now you can satisfy the toughest gluten diets with ease!

Product	GM Code	Case Size	SCC Code	Kosher
Rice Chex	40523	14/365g	10065633405230	U
Honey Nut Chex	40522	12/395g	10065633405223	U

Gluten Free

Ask about Betty Crocker gluten free cake mixes!

Interest in Gluten Free products is exploding!

- 12% of Canadians say they always/usually avoid gluten*
- 3.5 million Canadians are looking for gluten free products
- Requests for gluten free products have increased 8x in the past year!**

* 2010 HealthFocus International Trend Survey

** General Mills Canada Consumer Contacts 2009 to 2010

Rice Chex

Nutrition Facts

Per 1 cup (28 g)

	Cereal Only	Plus 125 mL 2% P.S. Milk
Calories	110	170
% Daily Value		
Fat 0.5 g*	1 %	4 %
Saturated 0.1 g	1 %	8 %
+ Trans 0 g		
Cholesterol 0 mg		
Sodium 260 mg	11 %	13 %
Carbohydrate 24 g	8 %	10 %
Fibre 0 g	0 %	0 %
Sugars 2 g		
Protein 2 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	10 %	25 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	10 %
Vitamin B ₆	10 %	15 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	4 %	15 %
Magnesium	6 %	10 %
Zinc	0 %	6 %

* Amount in cereal

Honey Nut Chex

Nutrition Facts

Per 3/4 cup (34 g)

	Cereal Only	Plus 125 mL 2% P.S. Milk
Calories	130	190
% Daily Value		
Fat 1 g*	1 %	5 %
Saturated 0.2 g	1 %	9 %
+ Trans 0 g		
Cholesterol 0 mg		
Sodium 210 mg	9 %	11 %
Carbohydrate 29 g	10 %	12 %
Fibre 1 g	4 %	4 %
Sugars 10 g		
Protein 2 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	10 %	25 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B ₆	10 %	15 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	4 %	15 %
Magnesium	6 %	10 %
Zinc	2 %	8 %

* Amount in cereal

INGREDIENTS

WHOLE GRAIN RICE, SUGAR, SALT, CALCIUM CARBONATE, REFINER'S MOLASSES, MONOGLYCERIDES, SODIUM PHOSPHATE, TOCOPHEROLS, CORN STARCH, GUM ACACIA, BHT, VITAMINS & MINERALS: NIACINAMIDE, CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B₆), FOLATE, IRON.

INGREDIENTS

DEGERMED CORN MEAL, WHOLE GRAIN CORN, SUGAR, HONEY, SALT, CALCIUM CARBONATE, REFINER'S MOLASSES, GOLDEN SYRUP, MONOGLYCERIDES, HIGH MONOUNSATURATED CANOLA OIL AND/OR RICE BRAN OIL, CORN FLOUR, NATURAL FLAVOUR, CORN STARCH, TOCOPHEROLS, GUM ACACIA, BHT, ALMOND EXTRACT, VITAMINS & MINERALS: NIACINAMIDE, CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B₆), FOLATE, IRON.
CONTAINS ALMOND INGREDIENTS.

FOR MORE INFORMATION, PLEASE CONTACT:

foodservice.canada@genmills.com or visit us at www.generalmillsfoodservice.ca

Atlantic Canada
Ronahan Food Brokers
(902) 468-6111

Quebec
TTS Marketing
(514) 457-2080

Ontario
Total Focus Foodservice
Sales & Marketing Inc.
(519) 895-2110

Western Canada
Summit Marketing Canada
(604) 523-0332