



Whole grain
goodness for the
entire family



CEREAL PRODUCT LIST 2022

Cheerios



Chex

GOLDEN
Grahams

NATURE VALLEY

fibre 1

Lucky
Charms

Cinnamon
Toast
Crunch

TOAST CRUNCH™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Cinnamon Toast Crunch™	13442000	10065633134420	65633134423	10/3/30	8/591 GR	
Cinnamon Toast Crunch™ Churros	18492000	10065633184920	65633184923	9/3/27	10/547 GR	
Cinnamon Toast Crunch™	13211000	10065633132112	65633132115	10/4/40	12/354 GR	
French Toast Crunch™	27943000	10065633279435	65633279438	9/4/36	12/380 GR	
Sugar Cookie Toast Crunch™	14292000	10065633142920	65633142923	10/4/40	12/340 GR	
Caramel Toast Crunch™	18128000	10065633181288	65633181281	10/4/40	12/340 GR	
Cinnagraham Toast Crunch™	18948000	10065633189482	65633189485	10/4/40	12/340 GR	
Cinnamon Toast Crunch™ Churros	16438000	10065633164380	65633164383	10/4/40	12/337 GR	
Cinnamon Toast Crunch™	16471000	10065633164717	65633164710	6/3/18	10/830 GR	

TRIX™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Trix™ Fruity Shapes	15083000	10065633150833	65633150836	9/4/36	12/303 GR	

SINGLE SERVE CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Cheerios™ Bowl Pack	9928000	10065633099286	65633099289	9/7/63	96/20 GR	
Fibre 1™ Crunchy Original Bowl Pack	12848000	10065633128481	65633128484	9/7/63	96/30 GR	
Multi Grain Cheerios™ Bowl Pack	17906000	10065633179063	65633179066	9/7/63	96/20 GR	
Rice Chex™ Bowl Pack	41734000	10065633417349	65633417342	9/7/63	96/20 GR	



Countertop Bowl Pack Spinner Rack
 Holds 36. Item # 532. To order Spinner Rack please contact your broker. Bowl Pack cereal ordered separately.



TRUSTED CEREAL BRANDS IN BULK SIZES

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Cheerios™ Bulk Pack	14767000	10065633147673	65633147676	10/3/30	4/822 GR	
Cinnamon Toast Crunch™ Bulk Pack	14769000	10065633147697	65633147690	10/3/30	4/1275 GR	
Honey Nut Cheerios™ Bulk Pack	14766000	10065633147666	65633147669	10/3/30	4/1105 GR	
Lucky Charms™ Bulk Pack	14768000	10065633147680	65633147683	10/3/30	4/992 GR	
Multi Grain Cheerios™ Bulk Pack	14183000	10065633141831	65633141834	10/3/30	4/875 GR	
Nature Valley™ Oats & Fruit Granola Bulk Pack	44605000	10065633446059	65633446052	10/6/60	4/1.42 KG	
Rice Chex™ Bulk Pack	16097000	10065633160979	65633160972	10/3/30	4/936 GR	



CEREAL PRODUCT LIST

JUG | LID | LABELS

Item Description	Item Number
Cereal Jug 4.5L (lid ordered separately #6002)	6001
Cereal Jug - Red flip top lid	6002
Jug Label - Cheerios™	913
Jug Label - Cheerios™ Multigrain	915
Jug Label - Cheerios™ Honey Nut	914
Jug Label - Cheerios™ Chocolate	847
Jug Label - Rice Chex™	845
Jug Label - Rice Chex™ Honey Nut	846
Jug Label - Lucky Charms™	675
Jug Label - Cinnamon Toast Crunch™	674
Jug Label - Fibre 1™ Honey Clusters	669
Jug Label - Fibre 1™ Original	465
Jug Label - Nature Valley™ Granola Oats & Fruit	469

To order jugs and/or dispensers, please contact your broker to order. Bulk packs of cereal to fill jugs or dispensers sold separately through your distributor.



4.5 L Jug
Item #6001 empty jug
Order lid, cereal and labels separately

DISPENSERS | LABELS

Item Description	Item Number
2 Silo Chrome Dispenser	853
Black Buffet Stand (order 2 dispensers separately #220)	464
Black Buffet Stand - Dispensers (2)	220
Hands-free Dispenser - 2 Bin Dispenser	917
Hands-free Dispenser - 3 Bin Dispenser	916
Dispenser Label - Cheerios™	910
Dispenser Label - Cheerios™ Multigrain	912
Dispenser Label - Cheerios™ Honey Nut	911
Dispenser Label - Rice Chex™	850
Dispenser Label - Rice Chex™ Honey Nut	851
Dispenser Label - Oatmeal Crisp™ Maple Nut	531
Dispenser Label - Lucky Charms™	527
Dispenser Label - Cinnamon Toast Crunch™	526
Dispenser Label - Nature Valley™ Granola Oats & Fruit	523



2 Silo Chrome Dispenser
Item #853
Order cereal and labels separately



Black Buffet Stand
Item #464
Order bins, cereal and labels separately

CEREAL PRODUCT LIST

HANDS-FREE BULK PACK CEREAL DISPENSER

Featuring a push lever that can be pressed with a cereal bowl to activate the motor and dispense cereal directly into the bowl. No more knobs to turn!

▶ **Dishwasher-safe parts and removable labels**

▶ **Takes up less counter space than the buffet stand**

▶ **Turnstile functionality provides regulated flow, limiting mess and waste**

▶ **Works with all types and sizes of bowls**

▶ **Requires access to 120V electrical outlet**



Touchless Unit
Item #917
Order cereal and labels separately

Please contact your broker to see if you meet the minimum ordering requirements for dispensers. Bulk packs of cereal to fill jugs or dispensers sold separately through your distributor.

CLEANING GUIDANCE

- ✓ **Filling Area:** Clean & sanitize after filling dispenser.
- ✓ **Turn or Push Lever:** Clean and sanitize periodically during service.
- ✓ **Dispensing Shoot Area:**
 - Treat as a food contact surface.
 - Sanitize at the end of service.
 - Ensure the area fully dries.

- ✓ **Cleaning Plastic Bins:**
 - 1 Remove clear bins from housing/stand.
 - 2 Clean & sanitize clear bins in 3-compartment sink or dish machine if possible.
 - 3 Allow to fully dry.
 - 4 Return clean bins to stationary stand.