



North America
FOODSERVICE
The Heart Away-From-Home

Whole grain
goodness for the
entire family



CEREAL PRODUCT LIST 2023

Cheerios



Chex

**GOLDEN
Grahams**

NATURE VALLEY

fibre1

**Lucky
Charms**

**Cinnamon
Toast
Crunch**

CEREAL PRODUCT LIST

AWAY
from **HOME**

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

AWAY
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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

AWAY
from **HOME**

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.

CEREAL PRODUCT LIST



ANNIE'S™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Annie's™ Cinnamon Crunch	17304000	10065633173047	65633173040	12/4/48	10/260 GR	
Annie's™ Honey Nut O's	17306000	10065633173061	65633173064	12/4/48	10/235 GR	

CHEERIOS™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Cheerios™ Oat Crunch Almond	18127000	10065633181271	65633181274	9/4/36	12/516 GR	
Cheerios™ Oat Crunch Cinnamon	16439000	10065633164397	65633164390	9/4/36	12/516 GR	
Cheerios™ Oat Crunch Oats & Honey	16442000	10065633164427	65633164420	9/4/36	12/516 GR	
Apple Cinnamon Cheerios™	13418000	10065633134185	65633134188	6/3/18	10/778 GR	
Cheerios™	13465000	10065633134659	65633134652	6/3/18	10/570 GR	
Honey Nut Cheerios™	13414000	10065633134147	65633134140	6/3/18	10/725 GR	
Multi Grain Cheerios™	13415000	10065633134154	65633134157	6/3/18	10/585 GR	
Cheerios™	13281000	10065633132815	65633132818	6/4/24	14/350 GR	
Cheerios™ Strawberry Banana	18851000	10065633188515	65633188518	10/4/40	12/317 GR	
Honey Nut Cheerios™	13294000	10065633132945	65633132948	9/4/36	10/430 GR	
Multi Grain Cheerios™	13283000	10065633132839	65633132832	9/4/36	10/342 GR	
Apple Cinnamon Cheerios™	18188000	10065633181882	65633181885	12/4/48	8/420 GR	
Chocolate Cheerios™	18186000	10065633181868	65633181861	12/4/48	8/420 GR	
Cheerios™	40261000	65633402614	65633402621	4/4/16	9/1000 GR	
Honey Nut Cheerios™	40257000	10065633402574	65633402577	4/4/16	8/1300 GR	
Multi Grain Cheerios™	40256000	10065633402567	65633402560	4/4/16	9/1010 GR	
Honey Nut Cheerios™	13284000	10065633132846	65633132849	10/4/40	12/292 GR	

CEREAL PRODUCT LIST



CHEX™ GLUTEN FREE CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Apple Cinnamon Chex™	18491000	10065633184913	65633184916	10/4/40	12/340 GR	
Cinnamon Chex™	40013000	10065633400136	65633400139	10/4/40	12/345 GR	
Cinnamon Chex™	18943000	10065633189437	65633189430	18/3/54	5/542 GR	
Corn Chex™ NEW	19779000	10065633197791	65633197794	6/4/24	16/340 GR	
Honey Nut Chex™	40522000	10065633405223	65633405226	9/4/36	12/395 GR	
Rice Chex™	40523000	10065633405230	65633405233	6/4/24	14/365 GR	

FIBRE 1™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Fibre 1™ Crunchy Original	18604000	10065633186047	65633186040	18/4/72	6/587 GR	
Fibre 1™ Honey Clusters	18607000	10065633186078	65633186071	18/4/72	6/475 GR	

GOLDEN GRAHAMS™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Golden Grahams™	13295000	10065633132952	65633132955	10/4/40	12/331 GR	

LUCKY CHARMS™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Lucky Charms™	13434000	10065633134345	65633134348	6/3/18	12/526 GR	
Lucky Charms™	13212000	10065633132129	65633132122	10/4/40	12/300 GR	
Lucky Charms™ Honey Clover	17023000	10065633170237	65633170230	10/4/40	12/309 GR	
Lucky Charms™	16472000	10065633164724	65633164727	8/3/24	7/825 GR	

NATURE VALLEY™ PROTEIN GRANOLA CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Nature Valley™ Protein Granola Oats Dark Chocolate	17301000	10065633173016	65633173019	16/5/80	8/311 GR	
Nature Valley™ Protein Granola Oats N Honey	46122000	10065633461229	65633461222	16/5/80	8/310 GR	
Nature Valley™ Protein Granola Oats N Honey NEW	19639000	10065633196398	65633196391	24/5/120	4/481 GR	

CEREAL PRODUCT LIST



NESQUIK™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Nestlé Nesquik™	29706000	10065633297064	65633297067	6/3/18	12/600 GR	
Nestlé Nesquik™	27934000	10065633279343	65633279346	9/4/36	12/340 GR	
Nestlé Nesquik™	15267000	10065633152677	65633152670	6/3/18	8/900 GR	

OATMEAL CRISP™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Oatmeal Crisp™ Almond	15816000	10065633158167	65633158160	12/4/48	8/628 GR	
Oatmeal Crisp™ Maple	15817000	10065633158174	65633158177	12/4/48	8/619 GR	
Oatmeal Crisp™ Triple Berry	15818000	10065633158181	65633158184	12/4/48	8/570 GR	
Oatmeal Crisp™ Almond	15812000	10065633158129	65633158122	12/4/48	10/437 GR	
Oatmeal Crisp™ Maple	15815000	10065633158150	65633158153	12/4/48	10/423 GR	
Oatmeal Crisp™ Triple Berry	15814000	10065633158143	65633158146	12/4/48	10/399 GR	
Oatmeal Crisp™ Honey	18494000	10065633184944	65633184947	12/4/48	10/423 GR	
Oatmeal Crisp™ Almond Jumbo NEW	18941000	10065633189413	65633189416	6/3/18	10/1150 GR	

REESE'S™ PUFFS CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Reese's™ Puffs	13443000	10065633134437	65633134430	6/3/18	12/601 GR	
Reese's™ Puffs Bats	14412000	10065633132853	65633132856	10/4/40	12/326 GR	
Reese's™ Puffs	13285000	10065633144122	65633144125	10/4/40	12/326 GR	
Reese's™ Puffs	18187000	10065633181875	65633181878	6/3/18	8/884 GR	

CEREAL PRODUCT LIST

fibre1

Chex

TOAST CRUNCH™ CEREAL

Product Description	Product Code	Case GTIN	Package GTIN	Case/ Layer/Pallet	Case Pack/ Weight	Distributor Code
Cinnamon Toast Crunch™ Rolls NEW	19757000	10065633197579	65633197572	10/4/40	12/303 GR	
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	

Our mission at **General Mills Foodservice** is
Serving Solutions Everywhere.



We believe our wide array of products can help you grow your business. From our operator-focused back-of-house options to our leading front-of-house brands, General Mills Foodservice is committed to providing solutions to help you be successful.

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