

# CAKES + SHAKES



## EXECUTION GUIDE

Craveable Cereal Creations for C&U Foodservice Operators

# SHAKE IT UP

Check out these craveable, simple-to-make cereal milkshakes to sweeten up students' days.

*Peanut Butter Banana  
Reese's Puffs™  
Cereal Shake*

*Lucky Charms™  
Cereal Shake*

## COOL IDEA

Prep ahead of  
time and freeze  
for easier service.

*S'mores Shake with  
Golden Grahams™ Cereal*

*Chocolate Churro  
Cinnamon Toast  
Crunch™ Cereal Shake*

## FREE SUPPORT

to Get Students Excited  
About Cakes & Shakes

We're happy to offer tools that help you get the word  
out about all the exciting offerings in your dining halls.

### STUDENT-FACING POS

Eye-catching posters and images for digital screens  
let everyone know about LTOs and events.

### SOCIAL MEDIA POSTS

Recipe images and prompts make crafting  
updates a breeze.





Students will love waking up to these decadent treats featuring their favorite cereals.

# STACK 'EM HIGH

*Cinnamon Toast Crunch™ Pancakes*



*Trix™ Cereal Pancakes*



*Lucky Charms™ Pancakes*



*S'mores Pancakes with Golden Grahams™ Cereal*



## HOT TIP

Make the batter the night before and pre-portion the cereal inclusions.



## GIVEAWAY IDEAS



When you commit to offering Cakes & Shakes at your school, you'll receive **FREE Cheerios™ branded Crunch Cups and more!** Students can use these tumblers to transport their favorite General Mills cereals along with milk for enjoying later. These giveaway items are perfect with our contest suggestions.

### CONTEST SUGGESTIONS

- Ask students to post a photo on social media with their Cakes & Shakes dish, tagging your school's name and using #cakesandshakes. Select winners at random after the contest closes.
- Post a story on Instagram or Facebook asking your students to suggest ideas for new creations. Select a winner at random from the entries.
- Host a raffle event and select winners.

Students love useful, **FREE** stuff — like this Crunch Cup!

## READY TO GET STARTED WITH CAKES & SHAKES?

It's as easy as visiting our website or contacting your General Mills Sales Representative. You'll get access to recipes, marketing materials, giveaway items, and more. It's everything you need to start driving new dining hall traffic!

## WHAT'S INCLUDED:

- 8 recipes featuring the cereal brands students know and love
- Student-facing marketing materials
- Social media support
- Giveaway items — Crunch Cups & more!



SCAN HERE  
FOR ALL  
THE DETAILS!

CAKES & SHAKES PRODUCTS	DISTRIBUTOR CODE	GTIN
Lucky Charms™ Cereal Bulkpack 35 oz		100-16000-11998-4
Cinnamon Toast Crunch™ Cereal Bulkpack 45 oz		100-16000-11813-0
Nature Valley™ Granola Cereal Bulkpack Oats & Honey 50 oz		100-16000-27111-8
Cascadian Farm™ Granola Cereal Bulkpack Oats & Honey 44 oz		100-21908-12772-6
Cheerios™ Cereal Bulkpack 29 oz		100-16000-11977-9
Honey Nut Cheerios™ Cereal Bulkpack 39 oz		100-16000-11988-5
Cocoa Puffs™ Cereal Bulkpack 35 oz		100-16000-11999-1
Nature Valley™ Granola Cereal Bulkpack Oats & Fruit 50 oz		100-16000-11987-8
Trix™ Cereal Bulkpack 32 oz		100-16000-11963-2
Reese's Puffs™ Cereal Bulkpack 35 oz		100-16000-13255-6
Golden Grahams™ Cereal Bulkpack 43.5 oz		100-16000-11989-2
Rice Chex™ Cereal Bulkpack 33 oz		100-16000-13325-6
Gold Medal™ Ready-To-Spread Vanilla Crème		100-16000-11216-9
Gold Medal™ Complete Buttermilk Pancake		100-16000-11827-7

generalmillscf.com



1-800-243-5687