

CAKES + SHAKES

Craveable Cereal Creations for
C&U Foodservice Operators



Keep students dining on campus with deliciously decadent pancakes and milkshakes!

- Drive excitement and traffic with culinary-created recipes
- Easy to make, visually appealing, and feature students' favorite cereals
- Explore ideas, inspiration, and student-facing support

Trix

**Cinnamon
Toast
Crunch**

**Lucky
Charms**

**Reese's
Puffs**

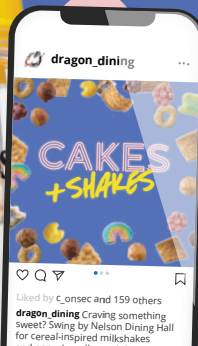
**GOLDEN
Grahams**

Sweet & Satisfying Choices Students Will Love

Whether for breakfast, a snack, or a decadent delight, Cakes & Shakes brings you the ideas, inspiration, and support to make your dining hall a daily destination.

WHAT'S INCLUDED:

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



SCAN 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

Contact your General Mills sales rep to get started today!

generalmillscf.com/cakesandshakes

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**General Mills
FOODSERVICE**



1-800-243-5687