Ready to get crunching?

Getting started with Crunch Lab™ is as easy as **visiting our website** or **contacting your** General Mills Sales Representative. You'll get access to recipes, implementation tips and marketing materials. It's everything you need to get started!

The Crunch Lab™ kit includes:

- Crunch Lab[™] Logo Sneeze Guard Cling
- Recipe Cards
- Product Stickers
- Recipe Guide
- Implementation Tips
- Cereal Bin Cling



Crunch Lab™ Logo Sneeze Guard Cling



Recipe Guide & Implementation Tips



Cereal Bin Label

generalmillscf.com

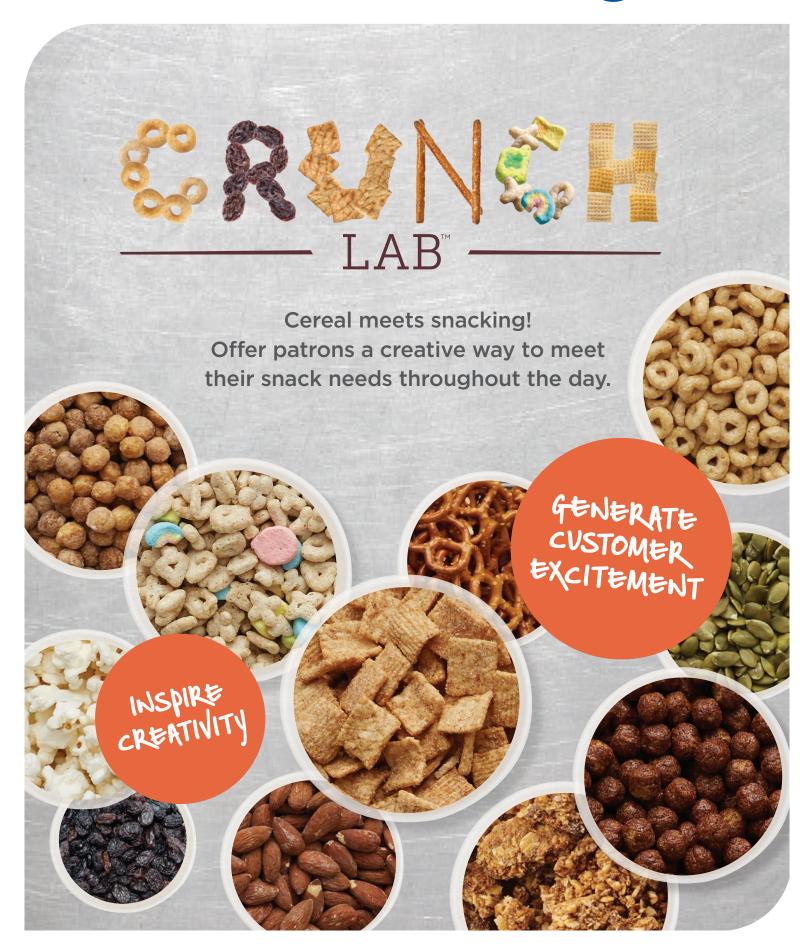


To learn more about **Crunch Lab™**, please contact **1-800-767-5404** or visit generalmillscf.com/promotions/crunch-lab.



1-800-243-5687





0622 POD-A45303A

Bring snacking variety to your operation!

Customers are craving customizable options — and General Mills'

Crunch Lab™ makes it so easy!

Simply convert your salad bar into a snacking station loaded with favorites like cereal, dried fruit and pretzels. It's easy to build retail sales too! Just create and package mixes for your coffee shops and C-stores.

Why is Crunch Lab™ right for your operation?

Cereal consumption habits are changing — it is no longer viewed as just a breakfast-only item with customers incorporating cereal into their snack-centric lifestyle.



MILLENNIALS' TAKE ON CEREAL

87% of cereal consumers say cereal can be consumed any time of day

Mintel, Hot & Cold Cereal, US, 2015

82% of Millennials say cereal makes a great snack—that's 5%-10% higher than older generations

Mintel, Hot & Cold Cereal, US, 201

65% of Millennials want to be able to customize the food they buy

GMI snacking Forum, 2015



GEN Z FOOD TRENDS · KEY UNDERSTANDINGS

Gen Z's need for creativity, customization, adventure and balance reinforces that cereal outside of a bowl is the most relevant path to use

FOOD ADVENTURE

Food is an adventure where they seek out new experiences and variety with food.

BALANCING ACT

Reject hard & fast rules around food, embrace a positive "balance" in which all things are OK in moderation.

YOU DO YOU

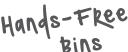
Embrace individuality, customization, and doing food their own way. Food must be portable and convenient.

Where can you feature Crunch Lab™?

Crunch Lab™ can go wherever your customers are! From converting your salad bar to a Crunch Lab™ snacking station, to creating pop-up locations—it's ideal anywhere, anytime!

cafeterias













Below SRP includes: Cereal, Cup, Lid, Spoon and Milk Cost							
CEREAL BRAND	COST PER OZ.*	SMALL CUP	SMALL CUP SRP	MEDIUM CUP	MEDIUM CUP SRP	LARGE CUP	LARGE CUP SRP
Cinnamon Toast Crunch™	\$0.31	\$1.19	\$3.99	\$1.44	\$4.79	\$1.60	\$5.29
Cocoa Puffs™	\$0.28	\$1.12	\$3.79	\$1.31	\$4.39	\$1.48	\$4.89
Golden Grahams™	\$0.31	\$1.16	\$3.89	\$1.38	\$4.59	\$1.60	\$5.29
Honey Nut Cheerios™	\$0.31	\$1.13	\$3.79	\$1.35	\$4.49	\$1.53	\$5.09
Lucky Charms™	\$0.29	\$1.18	\$3.99	\$1.35	\$4.49	\$1.53	\$5.09
Trix™	\$0.26	\$1.04	\$3.49	\$1.17	\$3.89	\$1.33	\$4.39

*Includes estimated price with distributor markup

