



Cinnamon Toast Crunch™ 25% Less Sugar Bowlpak Cereal

Whole Grain Wheat- First ingredient. A reduced sugar crisp, sweetened whole wheat and rice cereal made with cinnamon. 25% less sugar than original Cinnamon Toast Crunch™. No Colors from Artificial Sources & No Artificial Flavors. Whole Grain. 1 oz Eq. Grain.

ALLERGENS: CONTAINS WHEAT AND SOY INGREDIENTS

UNIT SIZE: 1 OZ

CASE COUNT: 96

PRODUCT CODE: 29444000

UPC: 016000294448

GTIN: 10016000294445

Nutrition Facts

Serving Size:	1 Bowl (28g)	
Amount Per Serving:	As Packaged	
Calories	110	
Calories From Fat	25	
		% Daily Value*
Total Fat	3g	4%
Saturated Fat	0.5g	3%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	160mg	7%
Potassium	45mg	1%
Total Carbohydrate	22g	7%
Dietary Fiber	3g	13%
Sugars	6g	
Protein	1g	
Vitamin A	8%	
Vitamin C	8%	
Calcium	20%	
Iron	20%	
Vitamin D	8%	
Thiamin	20%	
Riboflavin	20%	
Niacin	20%	
Vitamin B6	20%	
Folic Acid	20%	
Vitamin B12	20%	
Zinc	20%	

* Percent Daily Value (DV) are based on a 2,000 calorie diet
* - Not a significant nutrient source
* Nutritional information is subject to change. See product label to verify ingredients and allergens.
*Do not eat raw dough or batter.
* Nutritional information is subject to change. See product label to verify ingredients and allergens.

Ingredients

Whole Grain Wheat, Sugar, Rice Flour, Rice Bran and/or Canola Oil, Polydextrose, Maltodextrin, Fructose, Dextrose, Salt, Cinnamon,Trisodium Phosphate, Soy Lecithin, Caramel Color. BHT Added to Preserve Freshness,Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), Vitamin C (sodium ascorbate), A B Vitamin (niacinamide), Vitamin B6 (pyridoxine hydrochloride), Vitamin B2 (riboflavin), Vitamin B1 (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B12, Vitamin D3.

Kosher:

Package Information

NET WEIGHT: N/A
VOLUME: 1.871 CF
HEIGHT: 14.25 IN
LENGTH: 16.81 IN
WIDTH: 13.5 IN
CASE SIZE: 1.871 CF

KEY FEATURES:

- Whole Grain
- 1 oz. Eq. Grain
- No Artificial Flavors
- No Colors from Artificial Sources



GENERAL MILLS

Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A
weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: 25% Less Sugar Cinnamon Toast Crunch ® Bowlpak Code No.: 16000-29444

Manufacturer: General Mills, Inc. Serving Size 1.0 OZ (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non-creditable grains: Yes No **How many grams:**
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)

Indicate which Exhibit A Group Indicate to which Exhibit A Group (A-I) the Product Belongs: I

Description of Product per Food Buying Guide	Portion Size of Product as Purchased A	Weight of one ounce equivalent as listed in SP 30-2012 B	Creditable Amount $A \div B$
Ready to Eat Cereal	28g	28g	$28g \div 28g = 1.0$
Total Creditable Amount¹			1.00

¹Total Creditable Amount must be rounded **down** to the nearest quarter (0.25) oz eq. Do **not** round up.

Total weight (per portion) of product as purchased 1.0 OZ (28g)

Total contribution of product (per portion) 1.00 oz equivalent

I further certify that the above information is true and correct and that a 28g/1.0 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains **are not** above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

Susan Coult

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