

June 15, 2022

Valued Customer,

After reviewing the General Mills North America Foodservice product portfolio for optimal assortment, **Fruity Cheerios™ Cereal Single Serve Bowlpak and Fruity Cheerios™ Cereal Bars will be discontinued, effective August 1, 2022**, or while supplies last.

The discontinuation of these SKUs will enable General Mills to improve efficiency to best deliver on the portfolio of products most valued by its customers.

Impacted SKUs:

Description	Base Product Code	GTIN	Discontinue Date
Fruity Cheerios™ Cereal Single Serve Bowlpak (96 ct) 1.12 oz	31916000	10016000319162	8/1/2022 or while supplies last
Fruity Cheerios™ Cereal Bars (96 ct) 1.42 oz	31912000	10016000319124	8/1/2022 or while supplies last

Suggested Replacements for Bowlpak 31916000:

Description	Base Product Code	GTIN
Honey Cheerios™ Cereal Single Serve Bowlpak 1 oz	18447000	10016000184470
Blueberry Chex™ Cereal Single Serve Bowlpak 1 oz	184463000	10016000184463
Apple Cinnamon Cheerios™ Cereal Single Serve Bowlpak 1 oz	31879000	10016000318790
Trix™ Cereal 25% Less Sugar Single Serve Bowlpak 1 oz	31922000	10016000319223
Multigrain Cheerios™ Cereal Single Serve Bowlpak 1 oz	32263000	10016000322636

Suggested Replacements for Cereal Bar 31912000:

Description	Base Product Code	GTIN
Cinnamon Toast Crunch™ Cereal Bars (96 ct) 1.42 oz	45576000	10016000455761
Cocoa Puffs™ Cereal Bar (96 ct) 1.42 oz	45577000	10016000455778
Team Cheerios™ Cereal Bars (96 ct) 1.42 oz	31914000	10016000319148
Trix™ Cereal Bars (96 ct) 1.42 oz	31915000	10016000319155
Golden Grahams™ Cereal Bars (96 ct) 1.42 oz	31913000	10016000319131

Thank you for your support and cooperation. If you have any questions, please contact your General Mills sales representative.

Sincerely,

General Mills North America Foodservice