

May 28, 2024

Valued Customer,

General Mills Foodservice is announcing a graphic design refresh for our Single-Serve Cup Cereal portfolio. Cups will be updated with new lids that offer a uniform appearance across the assortment and feature the branded logos consumers recognize and enjoy! Please note: this is a cosmetic change to the lids only, with no other changes to the packaging or the product.

Cases with the updated lids will begin flowing into market as early as August 2024. This action reflects our continued efforts to improve our products.

What's Changing?

(please see following page for details)

- Lid Graphics

What's NOT Changing?

- Price
- UPC/GTIN
- Case/Pallet Dimensions
- Product Formula/Taste/Ingredients/Nutrition

Impacted SKUs:

Product Description	BPC	GTIN	Flow-in Date
Cheerios™ Cereal Cup, 1.3 oz (60ct)	28931000	00016000289314	August 2024
Honey Cheerios™ Cereal Cup, 2 oz (60ct)	18448000	10016000184487	August 2024
Honey Nut Cheerios™ Cereal Cup, 2 oz (60ct)	14882000	10016000148823	August 2024
Blueberry Chex™ Cereal Cup, 2 oz (60ct)	17262000	10016000172620	August 2024
Cinnamon Chex™ Cereal Cup, 2 oz (60ct)	14883000	10016000148830	August 2024
Cinnamon Toast Crunch™ Cereal Cup, 2 oz (60ct)	28932000	00016000289321	August 2024
Cinnamon Toast Crunch™ 25% Less Sugar Cereal Cup, 2 oz (60ct)	14886000	10016000148861	August 2024
Cocoa Puffs™ 25% Less Sugar Cereal Cup, 2 oz (60ct)	14885000	10016000148854	August 2024
Lucky Charms™ Cereal Cup, 2 oz (60ct)	14884000	10016000148847	August 2024
Trix™ 25% Less Sugar Cereal Cup, 2 oz (60ct)	19567000	10016000195674	August 2024
General Mills Cereal Cup, Family Variety Pack, (60 ct)	14151000	10016000141510	August 2024
General Mills Cereal Cup, Military Variety Pack, (60 ct)	31969000	00016000319691	August 2024
General Mills Cereal Cup, Adult Variety Pack, (60 ct)	31079000	10016000310794	August 2024
General Mills Cereal Cup, Goodness Variety Pack, (60 ct)	31154000	10016000311548	August 2024

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

Sincerely,

General Mills Foodservice

Graphics Refresh Examples

CURRENT LIDS



NEW LIDS



NO CHANGES TO CUPS

