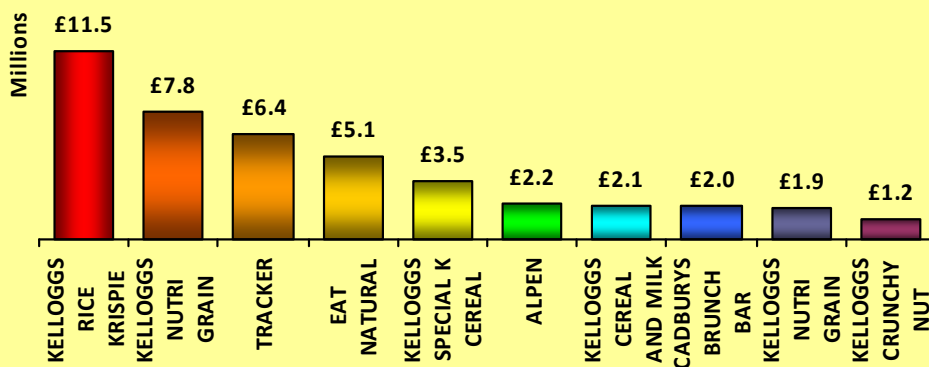


# Kellogg Category Solutions For Sugro Independent Retailers!

Top 10 Brands - 52wk Value



7 out of top 10 Impulse Market Single Bars are Kellogg's!

Cereal bar singles grew +8.8% in the last 52 weeks

Rice Krispies Squares was the key driver - +73% YOY!

71% of C&B Impulse Biscuit & Cakes Value Sales are from Cereal Bars\*\*

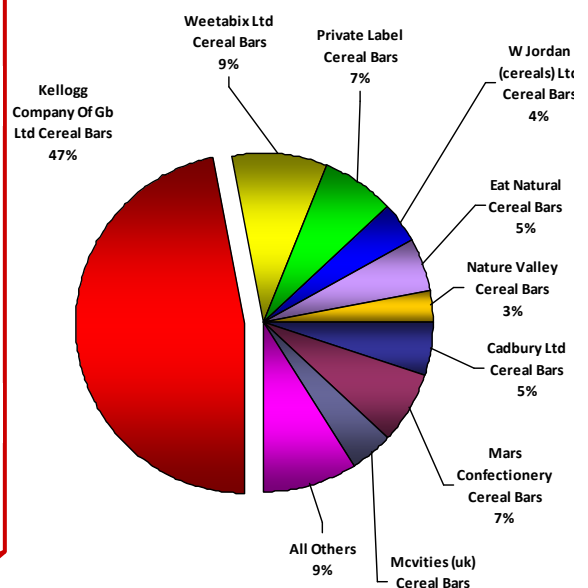


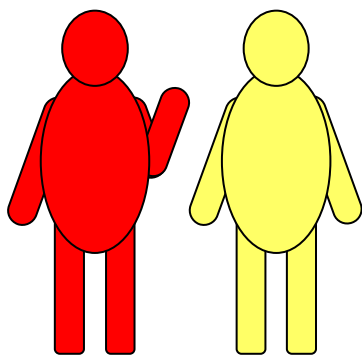
## The Top 10 Bars In Impulse Outlets\*

1. Kellogg Rice Krispies Squares Marshmallow
2. Kellogg Nutri-Grain Strawberry
3. Kellogg Rice Krispies Squares Choc Caramel
4. Tracker Choc Chip
5. Kellogg Special K Bar
6. Kellogg Rice Krispies Squares Totally Choc
7. Kellogg Nutri-Grain Apple
8. Tracker Roasted Nut
9. Kellogg Nutri-Grain Elevenses Raisin
10. Eat Natural Apricot & Almond

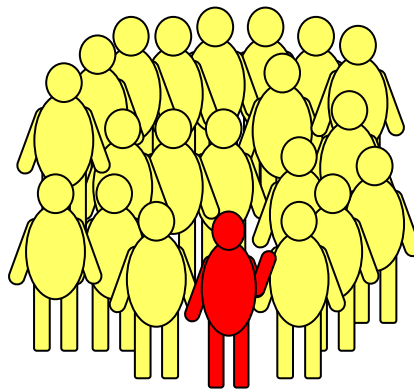
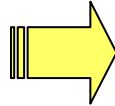


52 Week Unit Share

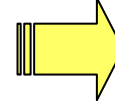




1 in 2 consumers are looking for a healthier snacking option



Only 1 in 20 consumers pick up a healthier option



Availability & visibility are key to increasing sales!

1 out of every 2 independent convenience retailers buy price mark packs!

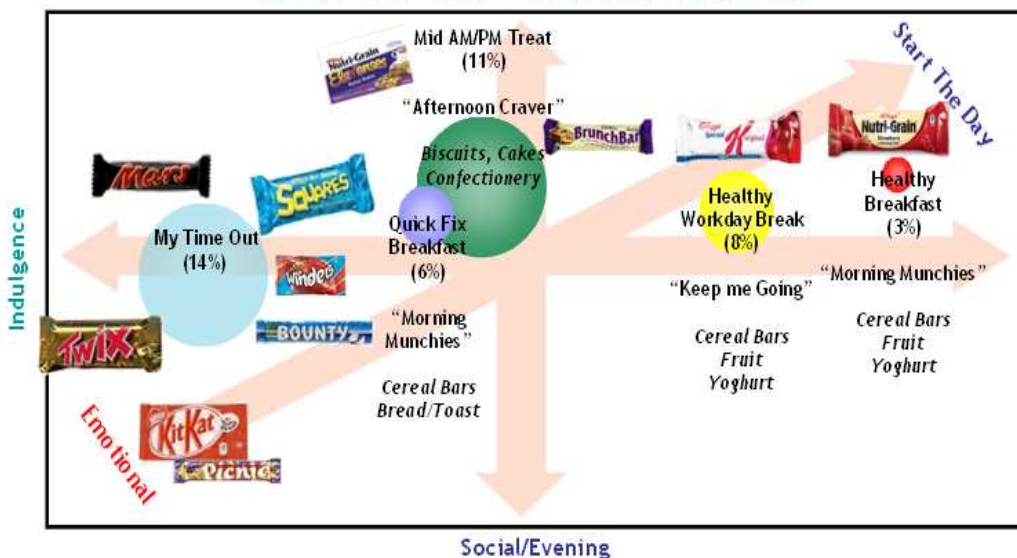
66% of retailers think price mark packs are the most effective promotion tool!

48% of shoppers say that price mark encourages them to buy a product!



**Don't miss this opportunity - stock price marks today!**

Functional - Meal Replacement / Meal Accompaniment



Cereal bars represent a great opportunity throughout the day - merchandise in impulse areas and on confectionery for maximum uplifts



\*Source: Him! CTP 2009