



GENERAL MILLS
Foodservice

STUDENT-FAVORITE BRANDS KEEP THEM ON CAMPUS



STUDENTS LOVE OUR BRANDS.

YOU'LL LOVE WHAT
OUR BRANDS CAN DO.

General Mills understands the realities of college life: to keep students eating on campus, you need to satisfy them at every turn by making their favorite brands accessible. That's where we can help.

STUDENT-LOVED BRANDS

With **iconic favorites** like Cinnamon Toast Crunch®, Yoplait® and Nature Valley®, General Mills has the **top brands** students want to see on campus.

SOLUTIONS FOR ALL ACROSS CAMPUS

From your **dining hall**, to your **commissary**, to your **C-Store** and your **bakeshop**, we have tools to help you grow all campus venues. We can help increase retail sales with our best in class **category management** expertise, and provide **ideas** and **resources** to **optimize** your cereal assortment.



SATELLITE



COMMISSARY



DINING HALL



C-STORE





STUDENT ENGAGEMENT TIP

Ask your General Mills Sales Representative about current promotions to drive excitement in your dining hall.



TOP BRANDS *that turn* **DINING HALLS** *into* STUDENT DESTINATIONS.

At the center of every campus meal plan is the dining hall, and General Mills has the popular brands that will draw students in and keep them coming back.

General Mills has **4 of the top 5 student-favorite cereals**,¹ making them **dining hall** must-haves:

1. Cinnamon Toast Crunch[®]
2. Lucky Charms[®]
3. Honey Nut Cheerios[®]
4. Reese's[®] Puffs[®]

CEREAL

- We can help **satisfy** the **diverse needs** of your student population with our assortment of cereal brands, including options such as **gluten free** Chex[®] - the #1 gluten free brand in the U.S.²
- Add **variety** to your **cereal treat bar** selection just by using student favorite brands. Visit generalmillsfoodservice.com for recipes.





DID YOU KNOW?

Branded cereal is as important to students as branded coffee.⁴



YOGURT

- Yoplait ParfaitPro® and ParfaitPro™ Greek let you **easily serve** the creamy goodness of college students' **favorite yogurt brand**³ in your **salad bar** and **parfait stations**. It's even better when paired with Nature Valley® granola.

BAKED GOODS / MIXES

- **Versatile** Gold Medal® mixes let you offer high quality, **scratch-like** baked goods with **minimal skilled labor**.



1 GMI Elect Your Cereal Campaign 2012, n= 267.
 2 2011 Gallup Study of the Market for Gluten-free and Wheat-free Foods.
 3 GMI Away from Home Yogurt Purchasing Study, Jan 2013, n=500.
 4 Technomic, Inc. 2009, College & University Consumer Trend Report. (Results: 31% of male students and 34% percent of female students stated that it was important or extremely important that their school offers a well known brand of cereal; the same question regarding branded coffee received similar responses.)



Simple, disposable packaging generates 72% less plastic waste⁵ than 32 oz. plastic tubs.



Bundle Yoplait® cup yogurts with Nature Valley® Granola Bars to help grow sales any time of day.



SERVE FAVORITES ANYWHERE, ANYTIME.

Students have varying schedules, and there's no such thing as set meal times. That's why having favorite brands in your satellite locations can help keep students satisfied any time of day – while helping you maximize retail revenue.

YOGURT

Give them the taste of the #1 yogurt brand in U.S. retail⁶ and foodservice⁷ by offering Yoplait® yogurt.

Cup

- Available in Original, Light, Greek and Greek 100.
- New blended **Yoplait® Greek** delivers in-demand yogurt with the **taste** your students crave.

Bulk

- Yoplait ParfaitPro® and ParfaitPro™ Greek help you make **on-trend parfaits** in half the time.⁸ Great for campus grab and go locations!

CEREAL

Offer student-favorite cereal brands in a portable cup format – ideal for students to take to class or the library.

- Cinnamon Toast Crunch®
- Lucky Charms®
- Honey Nut Cheerios®
- Gluten Free Rice Chex®



MAXIMIZE C-STORE PROFITS.

General Mills can help you optimize your shelf space, so you can be confident you have the most profitable mix of snacks for your campus C-Store.



Students want top-trending grain, fruit and salty snack brands like Nature Valley®, Food Should Taste Good®, Larabar® and Chex Mix®.

- Nature Valley® is the **#1 grain bar** brand⁹ with whole grain goodness to help keep students going.
- Food Should Taste Good® is the **#2 natural corn chip** and tortilla chip,¹⁰ and is the winner of over 50 taste awards.
- Larabar® is the **#2 energy bar** brand in the natural channel¹¹ – it's the perfect blend of unsweetened fruits, nuts and spices.
- Chex Mix® is the **#2 contemporary salty brand**¹² with 60% less fat than regular potato chips.

Contact your General Mills sales representative or visit our website at generalmillsfoodservice.com to learn more about our category management capabilities.

DID YOU KNOW?

75% of bars are purchased for a.m. consumption – often on impulse and rarely purchased alone.¹³ Make sure you have a selection of bars near your register to cash in on the morning rush for class.

Gluten free options that satisfy.



5 Based on a comparison of plastic waste to 32 oz. tubs for equivalent yogurt volume.

Corrugate weight not included due to high recyclability.

6 ACNielsen Unit Share, Total US Expanded AOC, fiscal month ending 4/27/13.

7 PEI Yogurt Performance Monitor FY12.

8 According to General Mills time test with both experienced and inexperienced parfait makers.

9 ACNielsen Total US X AOC Ending 8/25/12.

10 SPINS - Conventional Data; Total Food, Drug, Mass; Dollar Sales; 52 weeks ending 09/29/12.

11 SPINS, Natural Channel; 52 weeks ending 4/13/13.

12 Chex Mix® Traditional (3.5g fat per 29g serving) has 60% less fat than regular potato chips (11g fat per 29g serving).

13 SPINS - Conventional Data; Total Food, Drug, Mass; Dollar Sales; 52 weeks ending 09/29/12.

COUNT ON QUALITY FOR YOUR **BAKESHOP & COMMISSARY**

When it comes to your bakeshop
and yogurt needs, look no further than
General Mills for the **consistent quality
you need across campus.**

GOLD MEDAL® 5 LB. AND 50 LB. MIX

- Time after time, you can **trust Gold Medal®** mix to meet the **baking needs** of all your campus **venues** — from quality cakes and cupcakes, to brownies and other desserts.

YOPLAIT PARFAITPRO® MAX

- All the time saving ease of Yoplait ParfaitPro® yogurt in a 16 lb. bag designed specifically for **hopper** use. It's never been easier to make **parfaits** in **large scale** for all your grab and go operations!





OUR TEAM

CAN PUT THEIR

KNOWLEDGE TO WORK ON

YOUR CAMPUS

➤ CULINARY:

Our skilled culinary team brings **decades** of foodservice and bakery **experience** to C&U operations. They understand the unique challenges you face and are ready with ideas and **inspiration** that will work in your operation and keep **students satisfied**.

➤ CONSUMER INSIGHTS:

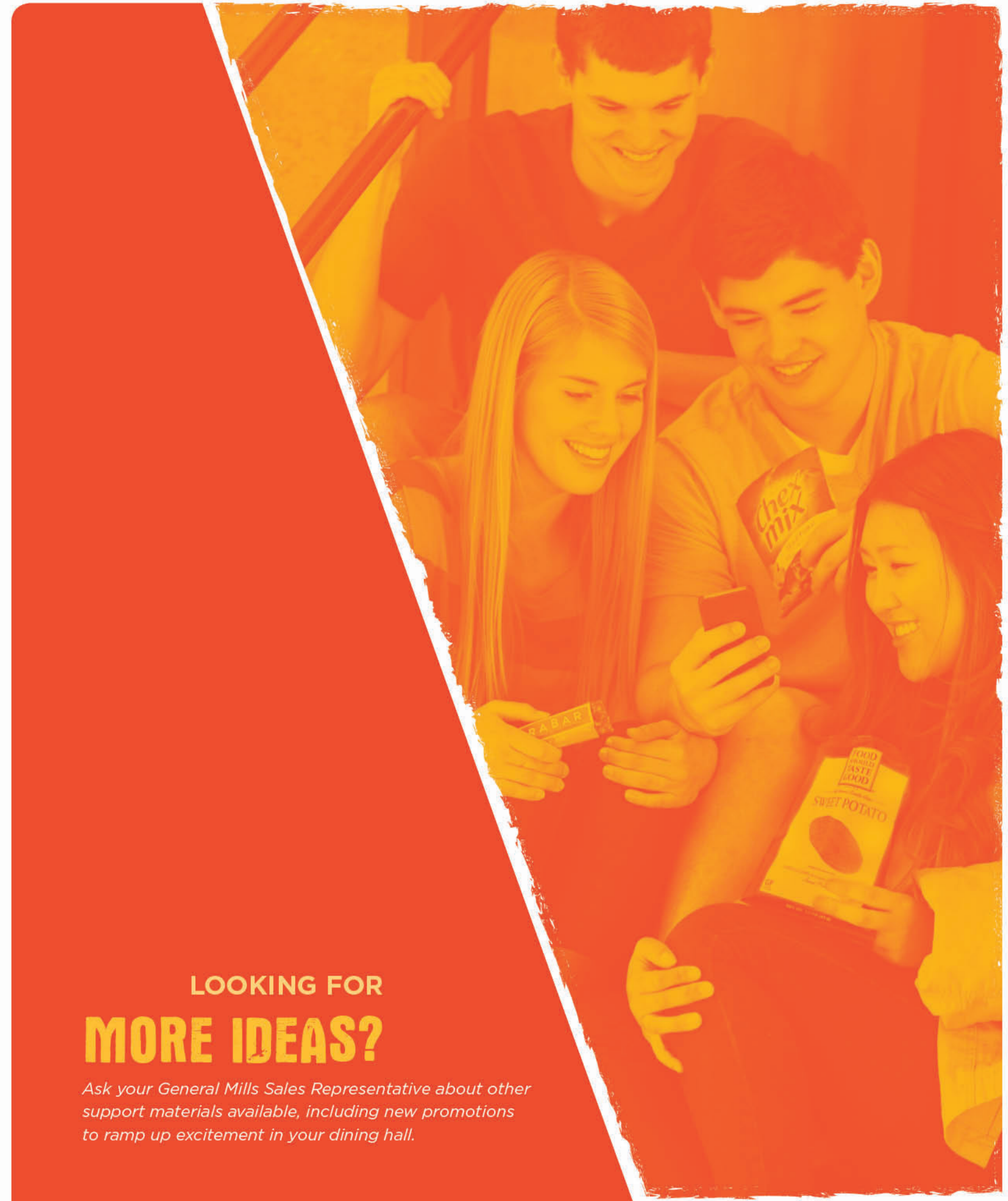
General Mills invests in **research** to better understand your **unique needs**, as well as the **trends** and **attitudes** that shape students' behaviors. This results in products and **solutions tailored** for your campus.

➤ CATEGORY MANAGEMENT:

Having the **right mix** of products can help you drive **incremental sales** and profits. General Mills offers **resources** to help you learn more about category management, along with **tools** to help grow your business.

➤ GENERAL MILLS SALES TEAM:

With a dedicated **direct sales** team, you can count on General Mills to provide **products** and **resources** to help keep **students enrolled** in your meal plan and **increase** retail sales.



LOOKING FOR MORE IDEAS?

Ask your General Mills Sales Representative about other support materials available, including new promotions to ramp up excitement in your dining hall.



generalmillsfoodservice.com 1-800-882-5252



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