



## **Kellogg's® Cinnabon® Snack Bar Fact Sheet**

- Who:** People who know it's a good idea to eat foods like wholesome snack bars – but who also have very high taste standards and expect more from their everyday snacks.
- What:** *Kellogg's® Cinnabon® Snack Bars* are a surprisingly indulgent, wholesome snack bar featuring the well-known cinnamon flavor of Cinnabon®.
- Kellogg's® Cinnabon® Snack Bars* are available in Original and soon-to-be-released Caramel flavors. The bars can also be enjoyed warm by removing the wrapper and heating for three seconds in the microwave.
- Why:** Consumers seek small, simple ways to escape their daily routine. *Kellogg's® Cinnabon® Snack Bars* offer a chance to momentarily hit the reset button and enjoy a quick indulgence in the form of a surprisingly delicious, wholesome snack bar.
- How:** Kellogg Company partnered with Cinnabon® to combine the brand's signature cinnamon flavor with a wholesome snack bar for consumers to enjoy at home, work or on the go.
- Where/When:** *Kellogg's® Cinnabon® Snack Bars* hit shelves in grocers' snack aisles in June 2009.
- Consumers can learn more about the product and other quick, stress-relieving indulgences from lifestyle expert Stephanie Marston by visiting *Kellogg's® Cinnabon® Snack Bars* fan page on [www.KelloggCinnaminutes.com](http://www.KelloggCinnaminutes.com).
- Nutritional Information:** One Original flavor snack bar contains 4.5g of fat, including 2g saturated (7% DV and 10% DV respectively), 150 calories, 0mg cholesterol, 130mg of sodium (5% DV), 26g of carbohydrates (9% DV), 13g of sugar, 1g of protein and 4% DV of iron. The snack bar contains less than 1g of fiber (2% DV) and is not a significant source of vitamins or calcium.
- One Caramel flavor snack bar contains 4g of fat, including 2g saturated (6% DV and 10% DV respectively), 150 calories, 0mg cholesterol, 85mg of sodium (4% DV), 27g of carbohydrates (9% DV), 14g of sugar and 1g of protein and 4% DV of iron. The snack bar contains less than 1g of fiber (2% DV) and is not a significant source of vitamins or calcium.
- Each box of *Kellogg's® Cinnabon® Snack Bars* contains six bars.