



16000-11815
**General Mills General Mills Cinnamon Toast
 Crunch® Self-Serve Bowl**
**Crispy, Sweetened Whole Wheat and Rice
 Cereal**
 NET WT 1 OZ (28g)



Ingredients:

Whole Grain Wheat, Sugar, Rice Flour, Rice Bran and/or Canola Oil, Fructose, Maltodextrin, Dextrose, Salt, Cinnamon, Trisodium Phosphate, Soy Lecithin, Caramel Color. BHT Added to Preserve Freshness.
 Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), Vitamin C (sodium ascorbate), A B Vitamin (niacinamide), Vitamin B6 (pyridoxine hydrochloride), Vitamin B2 (riboflavin), Vitamin B1 (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B12, Vitamin D3.

CONTAINS WHEAT AND SOY INGREDIENTS.

Nutrition Facts		Amount/Serving	% Daily Value*	Amount/Serving	% Daily Value*
Serving Size 1 bowl (28g)		Total Fat 3g	4%	Potassium 50mg	1%
Calories 110 Calories from Fat 25		Saturated Fat 0.5g	3%	Total Carbohydrate 22g	7%
*Percent Daily Values are based on a 2,000 calorie diet.		Trans Fat 0g		Dietary Fiber 2g	8%
		Cholesterol 0mg	0%	Sugars 8g	
		Sodium 160mg	7%	Protein 1g	
Vitamin A 8% Vitamin C 8% Calcium 8% Iron 20% Vitamin D 8% Thiamin 20% Riboflavin 20% Niacin 20% Vitamin B6 20% Folic Acid 20% Vitamin B12 20% Zinc 20%					

Nutrition Information			
100g			
Amount Per Serving			
Calories		410.5	
Calories from Fat		91.0	
<hr/>			
Total Fat	10.1 g		
Saturated Fat	1.1 g		
Trans Fat	0.2 g		
Cholesterol	0.0 mg		
Sodium	575.1 mg		
Potassium	175.8 mg		
Total Carbohydrate	79.0 g		
Dietary Fiber	5.3 g		
Sugars	29.6 g		
Protein	5.3 g		
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Vitamin A	1612.9 IU	Vitamin C	19.4 mg
Calcium	322.6 mg	Iron	14.5 mg
Vitamin D	129.0 IU	Thiamin	1.2 mg
Riboflavin	1.4 mg	Niacin	16.1 mg
Vitamin B6	1612.9 mcg	Folic Acid	322.6 mcg
Vitamin B12	4.8 mcg	Zinc	12.1 mg

Child Nutrition Program: 1.0 Serving = 1.0 Grain Equivalents

The most accurate label information for package contents will always be on the product label. This product profile is correct through the date above. Because product formulations and related product attributes may change, this information is subject to change.

QUESTIONS? Call 1-800-767-5404
 GENERAL MILLS * P.O. Box 200 - FS * MINNEAPOLIS, MINNESOTA 55440

I certify that the information contained in this document is true and correct as of the date above. Sonam Sethi - General Mills Product Labeling



GENERAL MILLS

Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A
weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: Cinnamon Toast Crunch @ Bowlpak Code No.: 16000-11815

Manufacturer: General Mills, Inc. Serving Size 1.0 OZ (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non-creditable grains: Yes No How many grams:
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group II (cereal grains) or Group I (RTE breakfast cereals). Indicate which Exhibit A Group (A-I) the Product Belongs: I

Table with 4 columns: Description of Creditable Grain Ingredient*, Grams of Creditable Grain Ingredient per Portion (A), Gram Standard of Creditable Grain per oz equivalent (16g or 28g) (B), and Creditable Amount (A ÷ B). Row 1: Ready to Eat Cereal, 28g, 28g, 28g ÷ 28g = 1.0. Row 2: Total Creditable Amount, 1.00.

Total Creditable Amount must be rounded down to the nearest quarter (0.25) oz eq. Do not round up.

Total weight (per portion) of product as purchased 1.0 OZ (28g)
Total contribution of product (per portion) 1.00 oz equivalent

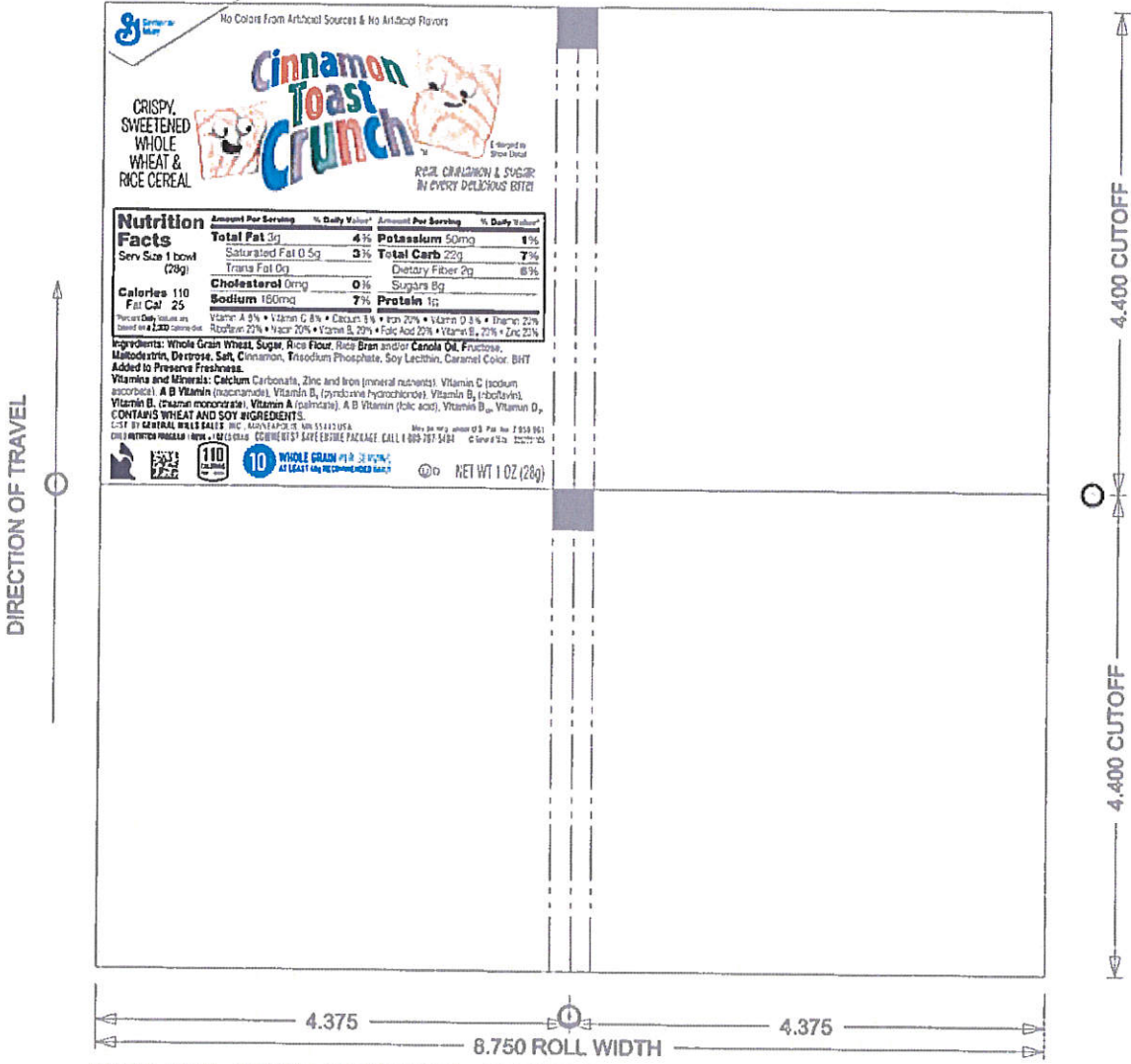
I further certify that the above information is true and correct and that a 28g/1.0 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

Signature: Rose Tobelmann

Director Title

Printed Name: Rose Tobelmann, MS, RD

Date: 8/6/2013 Phone Number: 1-800-767-5404



P1-RD-42644 REV NO.4 (07-24-2009) SQUARE LIDSTOCK FOR FSD BOWL PACK CEREALS
 DRAWN BY: PETE ULSTROM DATE: 02-17-2000
 SENT: 07-28-2009

1.4375"

16.5625"

13.3125"

61.1875"

16.625"

13.25"

6.6875"

96 - 1 OZ (284) CONTAINERS
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96 - 1 OZ (284) CONTAINERS
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96 - 1 OZ (284) CONTAINERS
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96 - 1 OZ (284) CONTAINERS
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479694-1V1 / 6.2013 / GENERAL MILLS FS / CD-2221 GMI DATE (5/7/2001) 3169792101 CINNAMON TOAST CRUNCH BOWLPAK / BLACK