



K12 CONNECT

West Texas – Feb 24-26, 2026

Meet the General Mills Team!



Marci Thomas

Account Executive (WTX)



Alissa Chan

Region Manager (DFW)



Sabrina Sivongxay

CAS – K12 Specialist (DFW)



Chef Heather Swan

Corporate K12 Chef (MN)



Goals for the K12 Connect



- Inspire **New Menu Ideas** and Increased **Versatility**
- Share General Mills **Innovation** and Product Updates
- **Knowledge Share** to Best Serve Our Students
- Make a Friend & **Have Fun!**

Quick Housekeeping

Try out our innovation and get samples!



- Best Practice Cards – will leverage for discussion this afternoon
- Product Showcase Tables / New Item Interest Form

The image displays four product showcase cards, each featuring a gauge icon at the top and a collection of products below. The cards are: 1. NO-PREP: Shows various cereal boxes like Chex, Cocoa Puffs, Trix, and Jucky Charms. 2. LOW-PREP: Shows Nature Valley cereal, a Great Taste Scrambler, and a Frudel package. 3. SPEED-SCRATCH: Shows a Yoplait ParfaitPro Reduced Sugar yogurt and several baked goods like a sandwich, a roll, and a cookie. 4. FROM-SCRATCH: Shows a bag of Gold Medal Stone Ground Whole Wheat flour and several boxes of Gold Medal Whole Grain Complete Pancake Mix.

NO-PREP
Ready to serve with no back-of-house preparation.

LOW-PREP
Just a bit of back-of-house preparation needed. For example, thaw-and-serve items.

SPEED-SCRATCH
Like-scratch look, texture, and flavor but with less preparation than actual scratch cooking and baking.

FROM-SCRATCH
The real-deal scratch preparation made easy with delicious, whole wheat flours and add-water-only mixes.



General Mills Innovation



Reminder for General Mills Front Half Innovation!

- **Nature Valley™ 25% Less Sugar Cinnamon Bulk Granola 4/50oz | GMI# 23132000**
- **K12 Regulation Ready:** Meets new USDA Product Standards for Added Sugars at 4g added sugars per ounce; **CACFP Eligible**



- **Apple Cinnamon Cheerios™ 25% Less Sugar 96/1oz | GMI# 31879000**
- **Frosted Corn Flakes™ 96/1oz | GMI# 11768000**
- **Golden Grahams™ 25% Less Sugar 96/1oz | GMI# 11943000**
- **K12 Regulation Ready:** Expanded portfolio to **17 bowlpaks** with 6g added sugars or less that meet the USDA product-based standards for added sugars; **CACFP Eligible**

NEW

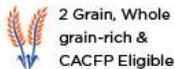
Pillsbury™ Mini Pancake Puffs



✓ K-12 REGULATION READY



PANCAKES ARE BACK - AND THEY'RE PUFF-TASTIC!



2 Grain, Whole grain-rich & CACFP Eligible



Helps meet SY27-28 weekly added sugars regulations



Now in a fun, fluffy shape in student favorite flavors



K-12 Regulation Ready!

Designed to help meet SY27-28 weekly added sugars regulations in student favorite flavors

→ Strawberry (7g added sugars)

→ Maple (9g added sugars)



Now in a fun, fluffy shape students will love

Simply heat and serve or thaw and serve – perfect for traditional cafeteria line or breakfast in the classroom



Full of flavor – no syrup needed

2 oz eq grain, whole grain-rich & **CACFP eligible**



Strawberry
GMI# 114246000
72/2.59 oz



Maple
GMI# 114245000
72/2.59 oz

NEW

Pillsbury™ 1 Grain Muffins



✓ K-12 REGULATION READY



MEET YOUR NEW FAVORITE MUFFIN!



1 Grain, Whole Grain-Rich & Smart Snacks Compliant



25% Less Sugar Than the Leading Competitor¹



Thaw-and-Serve format in two student favorite flavors



K-12 Regulation Ready!

→ **9 g added sugars per muffin**

→ Designed to help operators meet SY27-28 weekly added sugar limits



25% Less Sugar than the Leading Competitor¹

Available in two student favorite flavors that are 1 Grain, whole grain-rich & **Smart Snacks Compliant**



Simply Thaw & Serve

Space-saving, tight packaging with viewing window



Blueberry
GMI# 114182000
80/1.59 oz



Chocolate Chip
GMI# 114183000
80/1.59 oz

¹Pillsbury™ 1 Grain IW muffin has 10g sugar per 45g serving. The leading K12 1 Grain Muffin has 17g sugar per 57g serving.

NEW

Pillsbury™ 1 Grain Cinnamon Roll



✓ K-12 REGULATION READY



Same great taste as our #1 selling K-12 cinnamon roll!¹

→ Completes our whole grain portfolio

→ Same great product now available in 2 sizes



Fill your cafeteria with the aroma of fresh-baked goodness

Save time & labor! Just place, bake & serve – **no thawing or proofing required!**



Designed to help meet SY27-28 weekly limits

→ 5g added sugars per cinnamon roll

→ Contains no high fructose corn syrup, artificial flavors, or colors from artificial sources

FILL YOUR CAFETERIA WITH THE AROMA OF FRESH-BAKED GOODNESS

- Save time and labor – **just place, bake & serve** (no thawing or proofing!)
- Whole grain-rich, available in both 1 Grain & 2 Grain
- Contains no high fructose corn syrup, artificial flavors, or colors from artificial sources
- Renovated sodium level to help meet SY27-28 weekly limits³



GMI# 114346000

80/1.59 oz

¹Circana SupplyTrack®, 12ME May '25, Adj Dollars K12 Channel.

NEW

Frosted Corn Flakes Cup Cereal



✓ **K-12 REGULATION READY**



GMI# 23565000
60/2.0 oz



K-12 Regulation Ready!

→ Unique flake offering added to portfolio
→ Now offering **8 cup cereals** that meet SY25-26 product-based standards for added sugars at 6g added sugars per ounce



Labor saving solution

Provides labor savings and faster line time minimizing required meal component offerings



Kids Want MORE

At 56 g per cup, our 2 grain cereal cups are in-line with portions kids enjoy at home¹

¹Circana, National Eating Trends®; Sourced from Home/Retail. Period 2YE Feb'25

Leading The Way



LEADING THE WAY WITH

✓ K-12 REGULATION READY



SCHOOL YEAR 2027-2028

PRODUCTS DESIGNED TO HELP OPERATORS MEET SY27-28
WEEKLY ADDED SUGARS AND SODIUM LIMITS



MANAGE ADDED SUGARS WITH CONFIDENCE

New Renovations! We renovated products in our portfolio to give you more flexibility with added sugars across the week



Compare the added sugars in our individually wrapped muffins to the muffins you menu today!

BALANCE SODIUM THROUGHOUT THE WEEK

Choose from 10 biscuit options in various sizes and sodium levels to meet your needs.

Biscuits & Brunch: The Perfect Lunch Combo!



LOOKING FOR A LOW-PREP OPTION?

Our 2 Grain & 1 M/MA Pillsbury™ Breakfast Scramblers are each <400mg of sodium. Great for breakfast in the classroom and grab & go!



We're Ready for SY27-28!



Renovated Individually Wrapped and Bulk Bakery portfolio to help operators meet SY27-28 weekly limits

→ Added sugars levels now contain a range from only 2g-10g¹

Renovation



Individually Wrapped	BPC
Pillsbury™ Mini Cinnis Cinnamon Rolls - 2.29 oz/72 ct	133686000
Pillsbury™ Mini Cinnis Caramel Rolls - 2.33 oz/72 ct	113184000
Pillsbury™ Mini Waffles Maple Madness - 2.47 oz/72 ct	132265000
Pillsbury™ Mini Waffles Blueberry Bash - 2.47 oz/72 ct	132264000
Pillsbury™ Frudel Apple - 2.29 oz/72 ct	127852000
Pillsbury™ Frudel Cherry - 2.29 oz/72 ct	127851000
Soft Filled Cinnamon Toast Crunch™ Bar 72/2.36 OZ	110978000
Nature Valley™ Soft Oatmeal Round Apple Cinnamon - 2.32 oz/72 ct	17365000
Nature Valley™ Soft Oatmeal Round Banana Chocolate Chip - 2.32/72ct	17364000
Bulk	BPC
Pillsbury™ Place & Bake Frozen Muffin Top Blueberry 2.10 oz/112ct	111113000
Pillsbury™ Place & Bake Frozen Muffin Top Chocolate Chip 2.10 oz/112ct	111114000
Pillsbury™ FTO 2 Grain Cinnamon Rolls 2.87 oz/94 ct	111111000

General Mills K12 Foodservice Certified Colors and Caramel Color Product Reformulation



We are pleased to share that **all products** in our General Mills K12 Product Guide will be made with **no certified colors** and **no caramel color** by **Summer 2026**.

We currently have **over 100+ participation-driving products** in our General Mills K12 Product Guide that are already made with no certified colors and no caramel color.

There are 11 items that will be reformulated, and product changes are planned to be in production by July 1, 2026.

Action: K12 Lucky Charms “No Certified Colors”



Lucky Charms



- ✓ **Regulation Ready**
- ✓ **Buy American Compliant**
- ✓ **And NOW made without Certified Colors!**

Call to Action:

Regain lost volume w/ no certified colors claim & Buy American!



Reminder: Gluten free is a benefit vs competition



LITHO AVAILABLE ON NAFHUB & ARROWHEAD!

Buy American Compliant



All products listed in our General Mills K-12 Product Guide **comply with the Buy American requirements**. Our products are both processed domestically and consist of over 51% domestically sourced agricultural commodities.

This means items purchased from our K-12 Product Guide **(including all previous purchases for SY 25-26)** do not count toward the 10% non-domestic spending cap.



Minute to Win It Games – K12 Edition!!





General Mills K-12 Connect

Speed Scratch Menu Inspirations



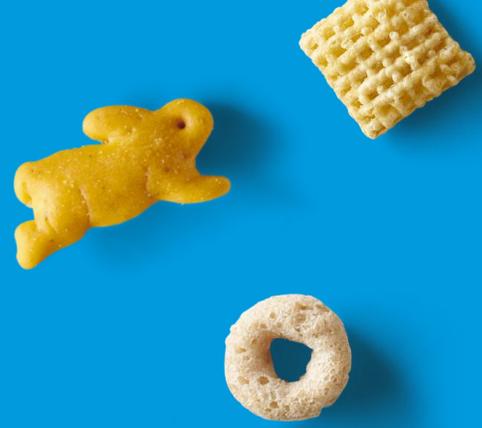
Chef Heather Swan

General Mills K-12 Corporate Chef

Objectives

- Explore trending flavors that are popular with students.
- Learn how to use products in versatile ways throughout your menu cycle.
- Menu inspirations.





Trending Flavors



Popular Flavor Profiles

1

Southeast Asian (Thai/Vietnamese/Indonesian)

Students are gravitating toward bold but balanced flavors like coconut curry, lemongrass, and sweet chili. Southeast Asian flavors are a leading platform driven by Gen Alpha's global exposure.

2

Latin & South American Fusion

Latin-inspired items—tacos, street-corn bowls, and grain-based entrees—combine familiar ingredients with global flair.

Latin flavors are also top performers for participation and versatility.

3

Middle Eastern & North African

Za'atar, harissa, and lemon-yogurt sauces are emerging as approachable global flavor bridges. This shows there is growing menu interest in Mediterranean and North African spice profiles.





K-12 AVERAGE MENU ITEMS BY MENU PART



GROWING TERMS

After stabilizing last year, K-12 menu sizes are beginning to grow. With more recent shifts to universal offerings (though this is shifting back again) manufacturers may have focused on developing some new offerings resulting in menu increases.

K-12 consumers love apples, and they are often easy to get and store - calling out the varietal is a growing trend within the segment.

Cherry flavor (on dried cranberries) is gaining as is using produce in fun ways like peach crisp and watermelon juice.

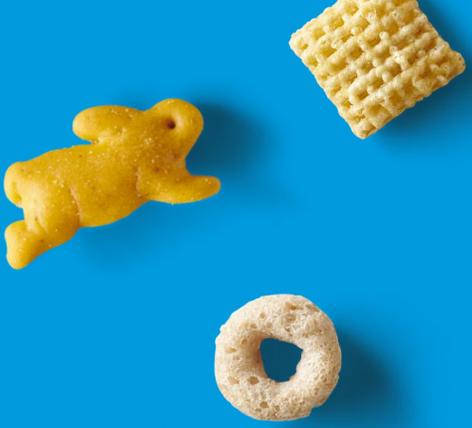
K-12 menus often take inspiration from their students and will highlight cultures which is shown with terms like al pastor and street taco. Growth of rosemary and habanero pepper show that younger consumers can handle herbs and spicy ingredients.

SAVORY

- Street Taco
- Country Breakfast
- Boston Baked Beans
- Bolognese
- Habanero Pepper
- Rosemary
- Chicken Cobb
- Honey Butter
- Al Pastor
- Chicken Pot Pie

SWEET

- Pink Lady
- Grapefruit
- Vanilla Ice Cream
- Fuji Apple
- Cherry Flavor
- Donut Hole
- Watermelon Juice
- Peach Crisp
- Buttermilk Pancake
- Ice Cream Sandwich



Tips for Introducing Global Flavors



1. Start with a Seasoning or Sauce

- Breakfast Scrambler w/ Mojo Sauce
- Sweet Chili Chicken Biscuit
- Biscuits sprinkled with za'atar seasoning



2. Pair New Flavors with Familiar Favorites

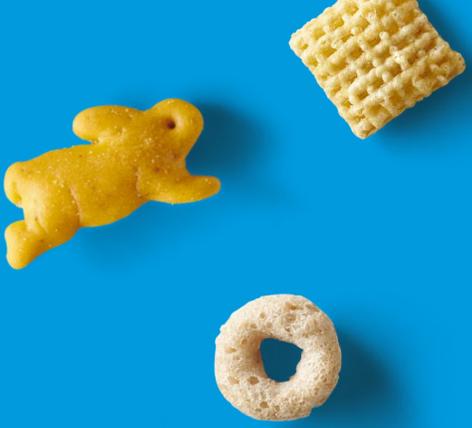
- Korean BBQ Chicken Taco
- Butter Chicken Mac N Cheese
- Apple Chai Spiced Cinnamon Rolls
- Biscuit Bao Buns



3. Make it Fun!

- Partner with administration and staff serve dishes that go along with topics that the students are learning.
- Try it Tuesdays! Offer samples.
- Create menu items that coincide with cultural holidays.
- Create sensory stations that students can explore new spices, herbs and other ingredients.





Versatility & Menu Inspirations



WG Biscuit - Baked & Unbaked



- ~Chicken & "Dumplings"
- ~Chicken Parmesan Slider
- ~Philly Cheese Steak Biscuit Pocket
- ~Korean BBQ Pulled Chicken
- ~Biscuit Bowls w/ assorted toppings
- ~Hot Honey Chicken Biscuit Sandwich
- ~Biscuit Empanadas



Whole Grain Muffin Tops



- ~Ultimate Brunch Sandwich
- ~Muffin Dunkers
- ~Sweet & Savory Strata
- ~Muffin Parfaits
- ~Personal cobblers
- ~Sweet & Spicy Croutons



Whole Grain Cinnamon Rolls



- ~ BBQ Pork Sliders
- ~ Apple Cinnamon Danish
- ~ Cinnamon Roll Muffin Pull Apart
- ~ Pairs well with Chili!
- ~ Blueberry Cinnamon Roll Bread

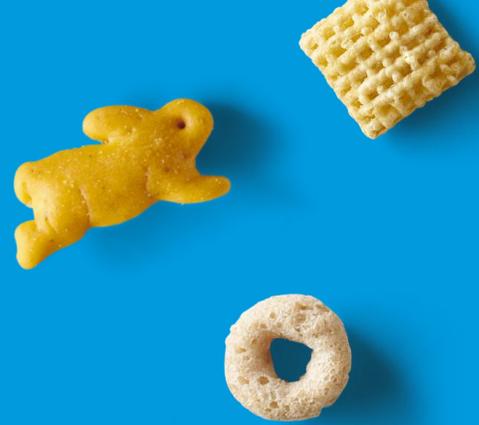


Whole Grain Muffin Mix



- ~ Mexican Hot Chocolate Scones
- ~ Caribbean Spiced Pumpkin Squares
- ~ Orange Blueberry Muffins
- ~ Ham and Cheese Scone





Thank You!

For more inspiration and product
information, visit:
www.generalmillsfoodservice.com/K12



Minute to Win It Games – K12 Edition!!



K12 Connect – Interest Form



K12 Connect - Interest Form



Contact Info

Name:
School:
Email:
Phone:

New Items I am interested in (Check all that applies)

					
Pillsbury Pancake Puffs – Strawberry	Pillsbury Pancake Puffs - Strawberry	Pillsbury 1G Muffin - Blueberry	Pillsbury 1G Muffin – Choc Chip	Pillsbury 1G WG Cinnamon Rolls	Frosted Corn Flakes Cup Cereal
72/2.59 oz 114246000	72/2.59 oz 114245000	80/1.59oz 114182000	80/1.59oz 114183000	80/1.59oz 114346000	60/2 oz 23565000

Please follow-up with me on the following (Check all that applies)

- | | |
|---|---|
| <input type="checkbox"/> Rebates | <input type="checkbox"/> Smart Snacks |
| <input type="checkbox"/> Regulation Resources | <input type="checkbox"/> Bulk FBG Versatility |
| <input type="checkbox"/> ANC Sweepstakes | <input type="checkbox"/> Mix Recipes |
| <input type="checkbox"/> National School Breakfast Week Tools | <input type="checkbox"/> Student Samplings |
| <input type="checkbox"/> How to Earn Equipment | <input type="checkbox"/> Other _____ |

Get Ready....It's....Raffle Time!



**RAFFLE
TIME!**



Best Practice Sharing



BEST PRACTICE SHARING



Ideas and Solutions – Please share what's working for your districts!

- Name:
- District:
- Best Practice:

Please fill out your Best Practice Card.

We will have these scanned and send as a follow-up!

K12 Resources



[K12 Connect Resource Hub](#)

Rebates

[GMI K12 Webpage](#)

[Regulation Resources](#)

Recipes

Event Calendar

Display Racks



Get Product Formulation
Statements
& Nutritional Info:
[Product Nutrition Finder](#)

Download our
[K-12 menu templates!](#)



National School Breakfast Week Promotion! (2/1-4/30)



The quest for school breakfast



**CELEBRATE NATIONAL SCHOOL
BREAKFAST WEEK!**

FEBRUARY 1ST - APRIL 30TH, 2026

Purchase eligible K-12 products to earn swag for your school, including *customized hats and aprons!* With our tiered promotion, the higher your tier, the more swag you unlock!



SNA ANC 2026 Sweepstakes! (6/15-4/30/26)



CALLING ALL K-12 REGULATION HEROES!

Convert to our 2 grain cup cereals from 6/15/2025-4/30/2026 and enter for a chance to win our SNA ANC 2026 Sweepstakes!

8 WINNERS (2 per GMI Sales Zone) will be randomly selected and will earn a trip to the **2026 SCHOOL NUTRITION ASSOCIATION ANNUAL NATIONAL CONFERENCE**

Includes registration, hotel and airfare!*



*See page three for entry details and full list of eligible products.

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**RAFFLE
TIME!**





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Thank You!!