

**2 NEW
FLAVOURS!**

The Goodness of **All-Bran*** Cereal in a Delicious Bar

Kellogg's

**ALL
BRAN**
Bars

A Unique and Nutritious offering for your Business

Easy and tasty way to increase fibre intake!

- 82% of consumers select foods based on the amount of fibre, making fibre the **#1** nutrient that consumers look for!¹
- **All-Bran*** Bars are a high source of fibre with 4 g of fibre per serving, trans fat free and low in saturated fat.
- Adding **All-Bran*** Bars to the health care menu is an easy way to increase patient fibre intake.
- Individually wrapped and portion-controlled, **All-Bran*** Bars are a convenient and tasty high fibre snack offering.

Strong Food Scores

Great Tasting Food... Make Fibre Your Friend*

	Consumer Research ²
Post Trial Purchase Intent (Top 2)	72%
Effective source of fibre	97%
Nutritious	92%
Convenient	82%
Flavour and Appearance is just Right	81%



DESCRIPTION	CASE CODE	CASE PACK
Kellogg's* All-Bran* Bars Original		
Kellogg's* All-Bran* Bars Honey Nut Flavour		
Kellogg's* All-Bran* Bars Chocolate Chip		
Kellogg's* All-Bran* Bars Oatmeal Cinnamon		

You won't believe fibre can taste this good!



1-888-924-TONY (8669) Monday to Friday
8:30 a.m. - 4:30 p.m. (ET)



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1. Tracking Nutrition Trends VI, CCFN, August 2006 2. Kellogg Canada IHUT Research, Feb. 2004
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