

Kellogg's®

MERCHANDISING GUIDE

2011



Merchandise YOUR Way With Attractive, Hard-Working Solutions from Kellogg's® Food Away From Home

Convenient and flexible options!
New metal racks handle high traffic locations!
Eye-catching displays help promote impulse purchases!

Convenient dispensers and displays make selling cones a breeze.



102104108 – Cake Cup Deluxe

Available to fit all Eat-It-All® cake cone packaged items.

Dimensions: 6.25"w x 15.75"h x 8.5"d

Holds: 100 cones



714 Wire Dispenser Deluxe

Dimensions: 2.25"w x 12.25"h x 4"d

Holds: 60 cones



202 – Acrylic Cone Tube

Dimensions:

5"d x 36"h

Holds: 25 cones



UCH - Acrylic Universal Cone Holder

Dimensions:

12"w x 6"h x 5"d

Holds: up to 15 cones



UCHL - Acrylic Large Universal Cone Holder

Dimensions:

16"w x 12"h x 5"d

Holds: up to 20 cones



UCHLE - Acrylic Large Enclosed Universal Cone Holder

Dimensions:

16"w x 12"h x 5"d

Holds: up to 20 cones

Our flexible racks help power-up your operation with the Kellogg's® snacks and cereal brands your consumers know and love.



55175 – 12" Counter Rack

Dimensions: 12"w x 31"h x 16"d
Capacity: 36 - 55 units



56356 - Black Single Strand Hanging Clip Rack

(shipped in units of 10)

Dimensions: 0.5"w x 30"h x 1"d
Capacity: 12 units



New Item Number – 56110
89906 – Versatile Stackable Counter Display

Dimensions: 12.5"w x 16"h x 11.5"d
9"h when single stacked
Capacity: 36 - 55 units



55173 – 24" Floor Rack

Dimensions: 24"w x 57"h x 18"d
Capacity: 250-310 units



55174 – 17" Counter Rack

Dimensions: 17"w x 31"h x 16"d
Capacity: 75-110 units



These attractive displays can be placed strategically to encourage impulse purchases.



3010 — *Kashi*™ Counter Display

Dimensions: 16" w x 26" h x 14.5" d
Capacity: 75 - 110 units

19320 — 4 Peg 3 oz. Counter Snack Display

Dimensions: 9" w x 16.5" h x 8" d
Capacity: 20 - 24 units



28759 — 6 Peg 3 oz. Counter Snack Display

Dimensions: 9" w x 23.5" h x 8" d
Capacity: 30 - 36 units



81035 — 36" 2-Shelf Gondola Display Module

Dimensions: 36" w x 10.5" h x 12.5" d
Capacity: 12 cartons

81036 — 36" Shelf Extender Kit — Extra (top)
Shelf Extender Kit for Gondola Display includes 1 top shelf, 2 attachment rods, and 3 fluorescent shelf talkers.

81037 — 48" 2-Shelf Gondola Display Module

81038 — 48" Shelf Extender Kit — Extra

Saving space while displaying Kellogg's® top-selling brands, these displays promote your consumers' favorite cereals with grab n' go convenience and improved durability.



19078 – Cereal-in-a-Cup Horizontal Cooler Door Rack

Dimensions: 14.375" w x 12.5" h x 4" d

Capacity: 6 units



20830 – Cereal-in-a-Cup Vertical Cooler Door Display

Dimensions: 4" w x 37.5" h x 4.25" d

Capacity: 6 units



**New Item Number - 55242
4222 – Floor Cereal-in-a-Cup Tree**

Dimensions: 70" h x 17" d

Capacity: 60 cups



**New Item Number - 55241
4201 – Counter Cereal-in-a-Cup Tree**

Dimensions: 36" h x 17" d

Capacity: 36 cups



4002 – Bulk Jug Display

Dimensions: 17" w x 19.875" h x 11.75" d

Capacity: 1 bulk bag per jug
(3 jugs per display)

4001 – Bulk Jug Replacement

Dimensions: 5" w x 11.75" h x 8" d

Capacity: approx. 1 bulk bag per jug



2080 – Bulk Twist Dispensers

Dimensions: 12" w x 32" h x 17" d
(per 2 dispenser unit)

Also available in 10, 8, 6 or 4 unit sizes.

Capacity: approx. 2 bulk bags per bin
(2 bins included with each 2080 dispenser)



2045 – Bulk Scoop Dispensers

Dimensions: 11.75" w x 28.25" h x 16" d

Capacity: approx. 2 bulk bags per bin
(2 bins included with each 2045 dispenser)





Eat-It-All

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Food Away From Home

Building your business with trusted brands™

For More Information, Contact Your Kellogg Sales Representative.
Call 1-877-511-5777 or Visit www.KelloggsFoodAwayFromHome.com