

CAKES + SHAKES



EXECUTION GUIDE

Craveable Cereal Creations for C&U Foodservice Operators

SHAKE IT UP

Check out these craveable, simple-to-make cereal milkshakes to sweeten up students' days.

*Peanut Butter Banana
Reese's Puffs™
Cereal Shake*

*Lucky Charms™
Cereal Shake*

COOL IDEA

Prep ahead of
time and freeze
for easier service.

*S'mores Shake with
Golden Grahams™ Cereal*

*Chocolate Churro
Cinnamon Toast
Crunch™ Cereal Shake*

FREE SUPPORT

to Get Students Excited
About Cakes & Shakes

We're happy to offer tools that help you get the word out about all the exciting offerings in your dining halls.

STUDENT-FACING POS

Eye-catching posters and images for digital screens let everyone know about LTOs and events.

SOCIAL MEDIA POSTS

Recipe images and prompts make crafting updates a breeze.



Students will love waking up to these decadent treats featuring their favorite cereals.

STACK 'EM HIGH

Cinnamon Toast Crunch™ Pancakes



Trix™ Cereal Pancakes



Lucky Charms™ Pancakes



HOT TIP

Make the batter the night before and pre-portion the cereal inclusions.

S'mores Pancakes with Golden Grahams™ Cereal



CONTEST SUGGESTIONS

- Ask students to post a photo on social media with their Cakes & Shakes dish, tagging your school's name and using #cakesandshakes. Select winners at random after the contest closes.
- Post a story on Instagram or Facebook asking your students to suggest ideas for new creations. Select a winner at random from the entries.
- Host a raffle event and select winners.

READY TO GET STARTED WITH CAKES & SHAKES?

It's as easy as visiting our website or contacting your General Mills Sales Representative. You'll get access to recipes, marketing materials and more. It's everything you need to start driving new dining hall traffic!

WHAT'S INCLUDED:

- 8 recipes featuring the cereal brands students know and love
- Student-facing marketing materials
- Social media support



SCAN HERE
FOR ALL
THE DETAILS!

CAKES & SHAKES PRODUCTS	DISTRIBUTOR CODE	GTIN
Cascadian Farm™ Granola Cereal Bulpak Oats & Honey 44 oz		100-21908-12772-6
Cheerios™ Cereal Bulpak 29 oz		100-16000-11977-9
Cheerios™ Gluten Free Bulpak Protein Cinnamon 39 oz		100-16000-23897-5
Cinnamon Toast Crunch™ Cereal Bulpak 45 oz		100-16000-11813-0
Cocoa Puffs™ Cereal Bulpak 35 oz		100-16000-11999-1
Corn Chex™ Gluten Free Cereal Bulpak 33 oz		100-16000-13326-3
Golden Grahams™ Cereal Bulpak 43.5 oz		100-16000-11989-2
Honey Cheerios™ Gluten Free Cereal Bulpak 36 oz		100-16000-21113-8
Honey Nut Cheerios™ Cereal Bulpak 39 oz		100-16000-11988-5
Kix™ Cereal Bulpak 25 oz		100-16000-11965-6
Lucky Charms™ Cereal Bulpak 35 oz		100-16000-11998-4
Nature Valley™ Granola Cereal Bulpak Oats & Fruit 50 oz		100-16000-11987-8
Nature Valley™ Granola Cereal Bulpak Oats & Honey 50 oz		100-16000-27111-8
Nature Valley™ Protein Granola Bulpak Oats & Honey 50 oz		100-16000-23336-9
Reese's Puffs™ Cereal Bulpak 35 oz		100-16000-13255-6
Rice Chex™ Cereal Bulpak 33 oz		100-16000-13325-6
Total™ Raisin Bran Cereal Bulpak 56 oz		100-16000-11663-1
Trix™ Cereal Bulpak 32 oz		100-16000-11963-2
Gold Medal™ Complete Buttermilk Pancake		100-16000-11827-7
Gold Medal™ Ready-To-Spread Vanilla Crème		100-16000-11216-9