

CAKES + SHAKES

**Craveable Cereal Creations for
C&U Foodservice Operators**



Keep students dining on campus with deliciously decadent pancakes and milkshakes!

- Drive excitement and traffic with culinary-created recipes
- Easy to make, visually appealing, and feature students' favorite cereals
- Explore ideas, inspiration, and student-facing support
- General Mills has 5/5 of the top bulk cereal brands in C&U!¹

¹Circana SupplyTrack Foodservice Brand Summary Data, 12 Months From April 2026

**Cinnamon
Toast
Crunch**

**Lucky
Charms**

**Cocoa
Puffs**

NATURE VALLEY
ORGANIC

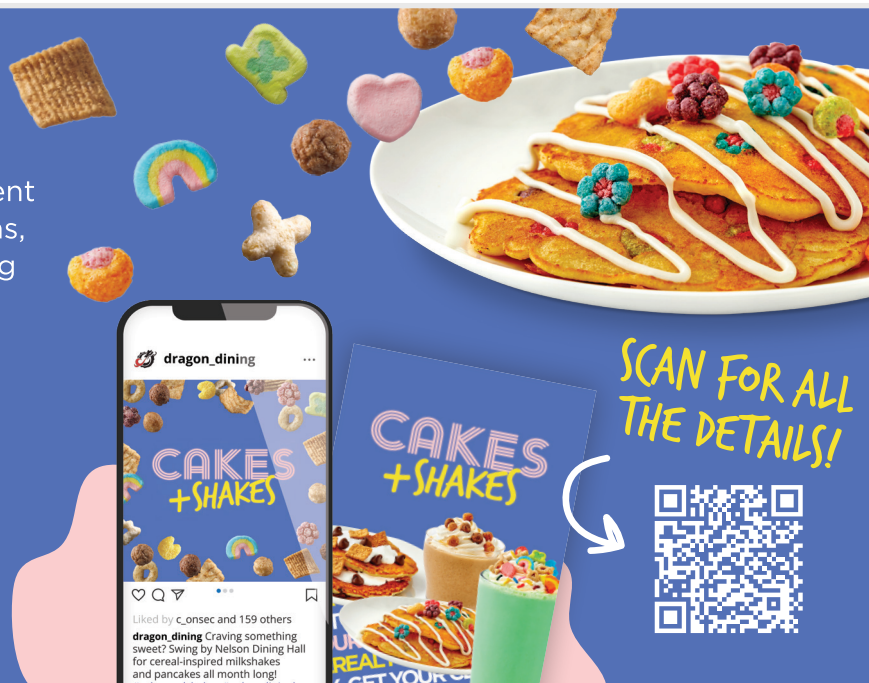
CASCADIAN FARM
ORGANIC

Sweet & Satisfying Choices Students Will Love

Whether for breakfast, a snack, or a decadent delight, Cakes & Shakes brings you the ideas, inspiration, and support to make your dining hall a daily destination.

WHAT'S INCLUDED:

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



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

Contact your General Mills sales rep to get started today!
www.generalmillsfoodservice.com/resources/cakes-and-shakes