



January 8, 2024

Valued Customer,

After reviewing the General Mills Foodservice product portfolio for optimal assortment, **Cocoa Puffs™ Frozen Soft Filled Bars** – which had previously been placed on temporary suspension – **will be discontinued, effective immediately**. We apologize for any inconvenience.

The elimination of this SKU will enable General Mills to improve efficiencies to best deliver on the portfolio of products most valued by its customers.

Impacted SKU:

Description	Base Product Code	GTIN	Discontinue Date
Pillsbury™ Frozen Soft Filled Bar, Cocoa Puffs™, 2.43 oz	111032000	10018000110329	1/8/2024

Suggested Replacement:

Description	Base Product Code	GTIN
Pillsbury™ Frozen Soft Filled Bar, Cinnamon Toast Crunch™, 2.36 oz	110978000	10018000109781

Thank you for your support and cooperation. If you have any questions, please contact your General Mills sales representative.

Sincerely,

General Mills Foodservice