

May 2, 2022

Valued Customer,

General Mills North America Foodservice is announcing a temporary name change to our reduced sugar cereal SKUs. Cocoa Puffs™ 25% Less Sugar Cereal and Trix™ 25% Less Sugar Cereal will become **Cocoa Puffs™ Special Edition** and **Trix™ Special Edition**.

This change affects the product name only. There is NO change to the product formula, ingredient declaration, or nutrition facts panel. Packaging featuring the new names will start to flow into market beginning May 1, 2022.



What is Changing:

- Product Name

What is NOT Changing:

- Price
- UPC/GTIN
- Case Pack
- Ingredients/Nutrition
- Product Appearance/Taste

Impacted SKUs:

Current Product Description	BPC	GTIN	*NEW* Product Description
Cocoa Puffs™ Cereal 25% Less Sugar Single Serve Bowlpak 1.06 oz	31888000	10016000318882	Cocoa Puffs™ Cereal Special Edition Single Serve Bowlpak 1.06 oz
Cocoa Puffs™ Cereal 25% Less Sugar Single Serve K12 2oz Eq Grain	14885000	10016000148854	Cocoa Puffs™ Cereal Special Edition Single Serve K12 2oz Eq Grain
Trix™ Cereal 25% Less Sugar Single Serve Bowlpak 1 oz	31922000	10016000319223	Trix™ Cereal Special Edition Single Serve Bowlpak 1 oz

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

Sincerely,

General Mills North America Foodservice