

February 3, 2025

Valued Customer,

General Mills Foodservice is announcing a minor change to the vanilla ingredient in our Golden Grahams™ Bulpkak Cereal. There will be no impact to product taste or texture. There are NO changes to the other specifications, including nutrition, pallet dimensions, UPC, or pricing.

Cases with updated product will start flowing into market **beginning in April 2025**.

**What Is Changing?**

*(see detail on following page)*

- Ingredient Declaration – moving from natural vanilla to artificial vanilla

**What Is NOT Changing?**

- Price
- BPC/UPC/GTIN
- Case Count / Pallet Configuration
- Nutrition Facts Panel
- Product Taste/Texture

**Impacted SKU:**

Product Description	BPC	GTIN	Flow-In Timing
Golden Grahams™ Cereal Bulpkak (4 ct) 43.5 oz	11989000	10016000119892	April 2025

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

Sincerely,

General Mills Foodservice

**11989000: Golden Grahams™ Cereal Bulkpak (4 ct) 43.5 oz**

INGREDIENTS	
Current	*NEW*
Whole Grain Wheat, Corn Meal, Sugar, Brown Sugar Syrup, Canola and/or Sunflower Oil, Dextrose, Baking Soda, Salt, <b>Natural Flavor</b> , Rosemary Extract.	Whole Grain Wheat, Corn Meal, Sugar, Brown Sugar Syrup, Canola and/or Sunflower Oil, Dextrose, Baking Soda, Salt, <b>Artificial Flavor</b> , Rosemary Extract.