



Formulation Statement for Documenting Grains in School Meals
Required Beginning SY 2013-2014
(Crediting Standards Based on Revised Exhibit A
weights per oz equivalent)

School Food Authorities (SFAs) should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Grain products may be credited based on previous standards through SY 2012-2013. The new crediting standards for grains (as outlined in Policy Memorandum SP 30-2012) must be used beginning SY 2013-2014. SFAs have the option to choose the crediting method that best fits the specific needs of the menu planner.

Product Name: 25% Less Sugar Cinnamon Toast Crunch ® Bowlpak Code No.: 16000-29444

Manufacturer: General Mills, Inc. Serving Size 1.0 OZ (28g)
(raw dough weight may be used to calculate creditable grain amount)

I. Does the product meet the Whole Grain-Rich Criteria: Yes X No
(Refer to SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program.)

II. Does the product contain non-creditable grains: Yes No How many grams:
(Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.)

III. Use Policy Memorandum SP 30-2012 Grain Requirements for the National School Lunch Program and School Breakfast Program: Exhibit A to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Please be aware that different methodologies are applied to calculate servings of grain component based on creditable grains. Groups A-G use the standard of 16 grams creditable grain per oz eq; Group H uses the standard of 28 grams creditable grain per oz eq; and Group I is reported by volume or weight.)

Indicate which Exhibit A Group Indicate to which Exhibit A Group (A-I) the Product Belongs: I

Table with 4 columns: Description of Product per Food Buying Guide, Portion Size of Product as Purchased (A), Weight of one ounce equivalent as listed in SP 30-2012 (B), and Creditable Amount (A ÷ B). Row 1: Ready to Eat Cereal, 28g, 28g, 28g ÷ 28g = 1.0. Row 2: Total Creditable Amount, 1.00.

1Total Creditable Amount must be rounded down to the nearest quarter (0.25) oz eq. Do not round up.

Total weight (per portion) of product as purchased 1.0 OZ (28g)
Total contribution of product (per portion) 1.00 oz equivalent

I further certify that the above information is true and correct and that a 28g/1.0 ounce portion of this product (ready for serving) provides 1.00 oz equivalent Grains. I further certify that non-creditable grains are not above 0.24 oz eq. per portion. Products with more than 0.24 oz equivalent or 3.99 grams for Groups A-G or 6.99 grams for Group H of non-creditable grains may not credit towards the grain requirements for school meals.

Rose Tobelmann (handwritten signature)

Signature

Director
Title

Rose Tobelmann, MS, RD
Printed Name

8/6/2013
Date

1-800-767-5404
Phone Number



16000-29444

**25% Less Sugar Cinnamon Toast Crunch
Self-Serve Bowl
Crispy Whole Wheat and Rice Cereal**
NET WT 1.0 OZ (28g)



Ingredients:

Whole Grain Wheat, Sugar, Rice Flour, Rice Bran and/or Canola Oil, Polydextrose, Maltodextrin, Fructose, Dextrose, Salt, Cinnamon, Trisodium Phosphate, Soy Lecithin, Caramel Color. BHT Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), Vitamin C (sodium ascorbate), A B Vitamin (niacinamide), Vitamin B6 (pyridoxine hydrochloride), Vitamin B2 (riboflavin), Vitamin B1 (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B12, Vitamin D3.

CONTAINS WHEAT AND SOY INGREDIENTS.

| Nutrition Facts | Amount/Serving | % Daily Value* | Amount/Serving | % Daily Value* |
|--|---|----------------|------------------------|----------------|
| | Serving Size 1 bowl (28g) Calories 110 Calories from Fat 25 *Percent Daily Values are based on a 2,000 calorie diet. | Total Fat 3g | 4% | Potassium 45mg |
| Saturated Fat 0.5g | | 3% | Total Carbohydrate 22g | 7% |
| Trans Fat 0g | | | Dietary Fiber 3g | 13% |
| Cholesterol 0mg | | 0% | Sugars 6g | |
| Sodium 160mg | | 7% | Protein 1g | |
| Vitamin A 8% · Vitamin C 8% · Calcium 20% · Iron 20% · Vitamin D 8% · Thiamin 20% · Riboflavin 20% · Niacin 20% · Vitamin B6 20% · Folic Acid 20% · Vitamin B12 20% · Zinc 20% | | | | |

| Nutrition Information | | | |
|---------------------------|------------|------------|-----------|
| 100g | | | |
| Amount Per Serving | | | |
| Calories | | 386.3 | |
| Calories from Fat | | 88.8 | |
| Total Fat | 9.9 g | | |
| Saturated Fat | 1.0 g | | |
| Trans Fat | 0.2 g | | |
| Cholesterol | 0.0 mg | | |
| Sodium | 564.6 mg | | |
| Potassium | 167.2 mg | | |
| Total Carbohydrate | 78.2 g | | |
| Dietary Fiber | 11.2 g | | |
| Sugars | 20.7 g | | |
| Protein | 5.1 g | | |
| Vitamin A | 1428.6 IU | Vitamin C | 17.1 mg |
| Calcium | 714.3 mg | Iron | 12.9 mg |
| Vitamin D | 114.3 IU | Thiamin | 1.1 mg |
| Riboflavin | 1.2 mg | Niacin | 14.3 mg |
| Vitamin B6 | 1428.6 mcg | Folic Acid | 285.7 mcg |
| Vitamin B12 | 4.3 mcg | Zinc | 10.7 mg |

Child Nutrition Program: 1.0 Serving = 1.0 Grain Equivalents

The most accurate label information for package contents will always be on the product label. This product profile is correct through the date above. Because product formulations and related product attributes may change, this information is subject to change.

QUESTIONS? Call 1-800-767-5404

GENERAL MILLS * P.O. Box 200 - FS * MINNEAPOLIS, MINNESOTA 55440

I certify that the information contained in this document is true and correct as of the date above. Sonam Sethi - General Mills Product Labeling