



**Formulation Statement for Documenting Grains in School Meals  
Required Beginning SY 2013-2014  
(Crediting Standards Based on Grams of Creditable Grains)**

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: Keebler® Scooby-Doo!™ Bones Cinnamon Grahams Code No.: 30100 50689

Manufacturer: Kellogg Company Serving Size: 1 pkg (1 oz) (28 g)  
(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 noncreditable grains:** Yes    No X **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 noncreditable 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 (ready-to-eat breakfast cereals).** (Different methodologies are applied to calculate servings of the grain component based on creditable grains. Groups A-G use the standard of 16grams 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 (A-I) the Product Belongs:   B  

Description of Creditable Grain Ingredient*	Grams of Creditable Grain Ingredient per Portion <sup>1</sup> A	Gram Standard of Creditable Grain per oz equivalent (16g or 28g) <sup>2</sup> B	Creditable Amount A ÷ B
Whole Wheat Flour, Enriched Wheat Flour	16g	16g	1
<b>A. Total Creditable Amount<sup>3</sup></b>			<b>1</b>

\* Creditable grains are whole-grain meal/flour and enriched meal/flour.  
<sup>1</sup> (Serving size) X (% of creditable grain in formula). Please be aware that serving sizes other than grams must be converted to grams.  
<sup>2</sup> Standard grams of creditable grains from the corresponding Group in Exhibit A.  
<sup>3</sup> Total 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 oz (28 g)  
 Total contribution of product (per portion) 1 oz equivalent

I certify that the above information is true and correct and that a 1 ounce portion of this product (ready for serving) provides 1 oz equivalent Grains. I further certify that noncreditable 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 noncreditable grains may not credit towards the grain requirements for school meals.

  
 \_\_\_\_\_  
 Signature  
 Julia M. Jursinic, MS  
 Printed Name

Sr. Director, Nutrition Labeling & Regulatory Compliance  
 \_\_\_\_\_  
 Title  
 1/4/18  
 Date  
 1-877-511-5777  
 Phone Number

Product Name	Scooby Doo Cinnamon Graham Cracker Sticks
Flavor Descriptor	
NLI Description	Production
Brand	<b>Kelbler</b>

Date Created	01/03/18
NLI #	14528
Kosher Status	OK-D
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	1
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	9 g



Serving Size	1 Pouch
Serving Size g	28
Serving Size oz	
Amount Per Serving	
Calories	120

<b>Ingredients:</b>	
<b>Whole wheat flour, enriched flour</b> (wheat flour, niacin, reduced iron, vitamin B1 [thiamin mononitrate], vitamin B2 [riboflavin], folic acid), <b>sugar, soybean and palm oil, honey.</b>	
<b>Contains 2% or less of</b> salt, baking soda, cinnamoin, maltodextrin, soy lecithin, BHT for freshness.	

	% Daily Value*	% Daily Value*
Total Fat	3.5 g	4 %
Saturated Fat	1 g	5 %
Trans Fat	0 g	
Polysaturated Fat		
Monounsaturated Fat		
Cholesterol	0 mg	0 %
Sodium	115 mg	5 %
Total Carbohydrate	21 g	8 %
Dietary Fiber	1 g	5 %
Soluble Fiber		
Insoluble Fiber		
Total Sugars	8 g	
Includes 8g Added Sugars	8 g	16 %
Sugar Alcohol		
Protein	2 g	
Vitamin D	0 mcg	0 %
Calcium	0 mg	0 %
Iron	0.7 mg	4 %
Potassium	50 mg	0 %
Vitamin A		
Vitamin C		
Vitamin E		
Vitamin K		
Thiamin		
Riboflavin		
Niacin		
Vitamin B6		
Folate		
Folic Acid		
Vitamin B12		
Biotin		
Pantothenic Acid		
Phosphorus		
Iodine		
Magnesium		
Zinc		
Selenium		
Copper		
Manganese		
Chromium		
Molybdenum		
Chloride		
Choline		
Fluoride		

GTIN/UFC Code	Type of Package	Net Weight	Servings Per Container
00030100215981	Pouch	1.0Z (28g)	1
00030100215974	Caddy	12 OZ (340g)	12
00030100506898	Case	210 - 1 OZ (28g)	210
00030100108115	Case		
00030100108122	Carton	48.96 OZ (3LB 0.96 OZ) (1.38kg)	
		12 - 1.0Z OZ (28g)	
		9 - 1 OZ (28g)	
		8 - 1 OZ (28g)	
		7 - 1 OZ (28g)	7
		6 - 2.1Z OZ (60g)	
00030100117841	Case		
00030100117858	Carton	40 OZ (2LB 8 OZ) (1.13kg)	
		10 - 1.0Z OZ (28g)	
		8 - 1 OZ (28g)	
		8 - 1 OZ (28g)	
		10 - 0.75 OZ (22g)	
		6 - 1 OZ (28g)	6
00030100119432	Case		
00030100119449	Carton	48.96 OZ (3LB 0.96 OZ) (1.38kg)	
		12 - 1.0Z OZ (28g)	

**ALLERGEN INFORMATION:**  
**CONTAINS WHEAT AND SOY INGREDIENTS.**

Nutrient Contents Per 100g	
Calories	431
Total Fat	13.3 g
Saturated Fat	4.3 g
Trans Fat	0.2 g
Polysaturated Fat	5.1 g
Monounsaturated Fat	2.9 g
Cholesterol	0 mg
Sodium	410 mg
Total Carbohydrate	75.7 g
Dietary Fiber	5.2 g
Soluble Fiber	1.1 g
Insoluble Fiber	3.9 g
Total Sugars	29.7 g
Added Sugars	29.3 g
Sugar Alcohols	NA g
Protein	6.5 g
Vitamin D	0 mcg
Calcium	19.7 mg
Iron	2.8 mg
Potassium	180 mg
Vitamin A (RAE)	2 mcg
Vitamin C	0 mg
NA = Database values for the nutrient do not exist or are incomplete.	
Ash	1.5 %
Whole Grain	32.5 %

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		12 - 1.0Z OZ (28g)	

Product information can change at any time. Always refer to product package for current nutrition and ingredient information.

Julia M. Jurisnic, MS  
 St. Director, Nutrition Labeling & Regulatory Compliance  
 Kellogg Company

\*\*\*Information presented in this document applies to products intended for US consumers only.\*\*\*  
 \*Note: This document is for technical use only. Please refer to packaging or sales materials for correct trademark usage.\*