

THE DANGEROUSLY
CHEESY[®] OVEN BAKED
CHEETOS[®] SNACKS
THEY LOVE, NOW
WHOLE GRAIN RICH!

COMING
FALL 2016!

NOW COMPLIANT WITH
USDA SMART SNACK
AND TRAY GUIDELINES



NEW
UPC



CHESTER CHEETAH[®]
IS BRINGING
WHOLE GRAINS
TO YOUR LUNCHROOM

GREAT CHEETOS® TASTE, NOW WHOLE GRAIN RICH

BRING FUN TO SCHOOL LUNCH WITH CHEETOS® SNACKS

- Oven Baked CHEETOS® Snacks gives students the CHEESY and SPICY flavors they LOVE!
- Testing with kids showed equal liking to non-Whole Grain Rich version¹

NOW COMPLIANT FOR THE TRAY AND A LA CARTE



CRUNCHY

Nutrition Facts*			
Serving Size	1 package		
Servings Per Container	1		
Amount Per Serving			
Calories	120		
Calories from Fat	40		
	%Daily Value*		
Total Fat 4.5g	7%		
Saturated Fat 1g	4%		
Trans Fat 0g			
Cholesterol 0mg	0%		
Sodium 200mg	8%		
Total Carbohydrate 17g	6%		
Dietary Fiber 1g	4%		
Sugars 1g			
Protein 2g			
Vitamin A	0%		
Vitamin C	0%		
Calcium	0%		
Iron	2%		
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Fiber			
Calories per gram:			
Fat 9	Carbohydrate 4	Protein 4	

FLAMIN' HOT

Nutrition Facts*			
Serving Size	1 package		
Servings Per Container	1		
Amount Per Serving			
Calories	120		
Calories from Fat	40		
	%Daily Value*		
Total Fat 4.5g	7%		
Saturated Fat 0.5g	4%		
Trans Fat 0g			
Cholesterol 0mg	0%		
Sodium 200mg	8%		
Total Carbohydrate 17g	6%		
Dietary Fiber 1g	5%		
Sugars less than 1g			
Protein 2g			
Vitamin A	0%		
Vitamin C	0%		
Calcium	10%		
Iron	4%		
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Fiber			
Calories per gram:			
Fat 9	Carbohydrate 4	Protein 4	

Ingredients:

WHOLE CORN MEAL

Enriched Corn Meal (Corn Meal, Ferrous Sulfate, Niacin, Thiamin Mononitrate, Riboflavin, Folic Acid), Vegetable Oil (Corn, Canola, and/or Sunflower Oil), Whey, Cheddar Cheese (Milk, Cheese Cultures, Salt, Enzymes), Salt, Maltodextrin (Made from Corn), Whey Protein Concentrate, Monosodium Glutamate, Natural and Artificial Flavors, Lactic Acid, Citric Acid and Artificial Color (Yellow 6).

Ingredients:

WHOLE CORN MEAL

Enriched Corn Meal (Corn Meal, Ferrous Sulfate, Niacin, Thiamin Mononitrate, Riboflavin, Folic Acid), Vegetable Oil (Corn, Canola, and/or Sunflower Oil), Salt, Sea Minerals (Calcium Carbonate and Magnesium Carbonate), Sugar, Monosodium Glutamate, Yeast Extract, Citric Acid, Artificial Color (Red 40 Lake, Yellow 6 Lake, Yellow 6, Yellow 5), Hydrolyzed Corn Protein, Onion Powder, Cheddar Cheese (Milk, Cheese Cultures, Salt, Enzymes), Whey, Maltodextrin (Made from Corn), Whey Protein Concentrate, Garlic Powder, Buttermilk, Natural Flavors, Sodium Diacetate, Lactic Acid, Disodium Inosinate, Disodium Guanylate and Skim Milk.

Product Description	Oz. Wt.	Case Count	Bag UPC	Case UPC	Distributor Code
Oven Baked CHEETOS® Crunchy Cheese	0.875	104	028400 62328	000 28400 629331	ENTER CODE
Oven Baked CHEETOS® Flamin' Hot	0.875	104	028400 62353	000 28400 629843	ENTER CODE

¹CLT Testing of new formulation versus current product. Tested: December, 2015, Number of test subjects: 129, Ages 7-18

	Crunchy Cheese; N=129; Actual Percent	Flamin' Hot; N=129; Actual Percent
Prefer Control Sample in Both pairs	24%	21%
Prefer Test Sample in Both Pairs	29%	26%
Switch from Control Sample to Improved Sample	24%	30%
Switch from Test Sample to Control Sample	22%	23%
Target 25/25/25/25		



©2016 PepsiCo, Inc.