

BREAKFAST

GAME CHANGERS

NSBW

21

March 8-12, 2021!

SCORE BIG WITH OUR GAME CHANGERS REWARDS PROGRAM FOR #NSBW21!

This year's **National School Breakfast Week** theme is **Score Big with School Breakfast**, and we've made it easier than ever for **Game Changers** like you to drive participation. Purchase any of our eligible grab 'n go breakfast products to get your **National School Breakfast Week Playbook**—filled with social media assets, cafeteria signage, and your earned Game Changers store credit to get all the tools you need to **make this year a slam dunk!**

HOW TO GET YOUR FREE NATIONAL SCHOOL BREAKFAST WEEK PLAYBOOK

- 1** Purchase eligible General Mills K-12 products
The more you buy between 11/1/2020 - 1/31/2021, the more Game Changers store credit you earn!
- 2** Share your proof of purchase at
GeneralMillsCF.com/Game-Changers
Proof of purchase via distributor invoices or distributor recaps
- 3** Look for an **email** with your Playbook featuring your earned **Game Changers store credit**
- 4** Use your Game Changers store credit and get the gear you need to take your program to the **next level for #NSBW21 and beyond!**

Stock up on **Breakfast Fan Club** swag at

**GeneralMillsCF.com/
Game-Changers**

Coolers, Grab 'n Go Bags,
Custom Mobile
Breakfast Carts
and more!



BUY MORE BREAKFAST— SCORE MORE STORE CREDIT!

Silver

Buy 2 platforms, get \$1 Game Changers store credit per case

Gold

Buy 3 platforms, get \$2 Game Changers store credit per case

Platinum

Buy 4 platforms, get \$3 Game Changers store credit per case

*Must purchase between 11/1/2020-1/31/2021
25 case minimum per platform*



PLATFORMS

All eligible for Game Changers Rewards Program

- ▶ **NEW 2 oz. Equivalent Grain Cereal Bar**
Cinnamon Toast Crunch™ (100-16000-16854-8)
- ▶ **NEW Nature Valley™ Soft Oatmeal Rounds**
Apple Cinnamon (100-16000-17365-8)
Banana Chocolate Chip (100-16000-17364-1)
- ▶ **2 oz. Equivalent Grain Cereal Cups**
NEW Blueberry Chex™ (100-16000-17262-0)
Cinnamon Toast Crunch™ (100-16000-28932-1)
25% Less Sugar Cinnamon Toast Crunch™ (100-16000-14886-1)
Lucky Charms™ (100-16000-14884-7)
25% Less Sugar Cocoa Puffs™ (100-16000-14885-4)
Cinnamon Chex™ (100-16000-14883-0)
Honey Nut Cheerios™ (100-16000-14882-3)
- ▶ **Single Serve Yogurt**
Yoplait® Smooth Vanilla (100-70470-15676-4)
Yoplait® Smooth Strawberry (100-70470-15677-1)
Yoplait® Smooth Horchata (100-70470-15675-7)
- ▶ **Pillsbury™ Freezer-to-Oven Bakery**
Blueberry Muffin Tops (100-94562-11113-4)
Chocolate Chip Muffin Tops (100-94562-11114-1)
Cinnamon Roll (100-94562-11111-0)
- ▶ **Individually Wrapped Frozen Breakfast**
Pillsbury™ Chocolatey Chip Mini Pancakes (100-18000-16049-2)
Cinnamon Toast Crunch™ Soft Filled Bar (100-18000-10978-1)
Cocoa Puffs™ Soft Filled Bar (100-18000-11032-9)
- ▶ **NEW Pillsbury™ Cheesy Pull-Aparts**
Southwest Queso Flavored (100-18000-12316-9)
Italian Cheeses & Garlic (100-18000-12317-6)



Visit GeneralMillsCF.com/Game-Changers for official rules