



Hot cereal is a hot topic.

Americans are seeking comfort in hot cereal with an 11.4% growth in the category in 2020.¹ Be there for them by adding America's #2 selling hot wheat cereal to your menu.¹ Cream of Wheat® is the versatile, sweet-or-savory breakfast bowl starter that evokes warm memories of connection, wholesomeness, and comfort... all things your customers want now more than ever.

- **Taste > Comfort + Health.** While comfort foods dominate menus, demand is growing for unique and healthy items too. First and foremost, even with healthy items, food items must still taste great.²
- **Nutrition Matters.** 54% of consumers say that "healthy" is an attribute important to them when selecting breakfast items.³ In fact, 53% of consumers agree that they are ordering healthier foods/beverages at foodservice now than they were two years ago.² And there's no end in sight as consumers are projected to be more mindful of nutrition in 2021 with an eye on whole grains and carbohydrates for essential nutrients and slow-burning forms of energy.⁴
- **Convenience is King.** 53% of consumers ranked convenience as an important breakfast attribute.⁵
- **Breakfast & Beyond.** Cereal signifies more than just a morning meal. During the pandemic, 41% of consumers said they ate more cereal. They viewed cereal as offering convenience, a feeling of comfort, and an easy snack.³

Why Cream of Wheat® Hot Cereal?

- **Iconic.** Since 1893, Cream of Wheat® hot cereal has been a breakfast staple for American families. As one of the most trusted and widely recognized brands of hot cereal sold in the country, it's a trusted addition to your menu that promises customers a delicious, wholesome start to the day.
- **Popular.** Cream of Wheat® is the #2 hot wheat cereal and #3 hot cereal in the United States.¹
- **Versatile.** Cream of Wheat® hot cereal offers a blank canvas for creating classic or on-trend breakfast bowls. Add variety, dimension, and texture with toppers and mix-ins from sweet to savory.
- **Nourishing.** Cream of Wheat® Original hot cereal adds iron, vitamins, and calcium when used in place of traditional flour or added to shakes, smoothies, parfaits, bread, pancakes, and desserts.
- **Variety.** Cream of Wheat® hot cereal comes in a range of sizes and cook-times to meet your operation's needs. Stove top offers batch-style preparation for buffets and table service, while single-serve instant packets and to-go cups are perfect in cafeterias, room meal delivery, and other self-serve operations.
- **Quick & Consistent.** Cream of Wheat® hot cereal cooks up in 1, 2-½ or 10 minutes, depending on whether you choose stove top, instant, or to-go cups, and it always delivers the smooth, satisfying texture your customers desire.

1 Nielsen xAOC Latest 52 weeks - Week Ending 12/26/2020
 2 Trends on Breakfast, Technomic 2020
 3 Mintel - Hot and Cold Cereal, Impact of COVID 19, 10/20
 4 realsimple.com 12/28/2020
 5 Mintel Breakfast Foods US, July 2018

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Full Bowl. Blank Canvas.™



Make it sweet.

- Swirl it: Vanilla sauce, nut butters, hazelnut spread, maple syrup, jams, or honey
- Spice it: Cloves, cinnamon, nutmeg, or pumpkin spice
- Crunch it: Granola, walnuts, peanuts, coconut flakes, or cashews
- Top it: Berries, apple slices, pumpkin puree, chocolate chips, or banana slices



Make it savory.

- Spice it: Black pepper, turmeric, chopped jalapeno, or chili powder
- Top it: Eggs, bacon, sausage, ham, cheese, olives, avocado, or tomato
- Crunch it: Crisp greens, radishes, scallions, chopped bell pepper, or other fresh veggies



Make it an ingredient.

- Blend into shakes and smoothies for added vitamins and minerals.
- Layer in parfaits for a smooth, satisfying dairy-free option.
- Boost the nutritional value of baked goods like cookies, crumbles, pancakes, and more.

PRODUCT CODE	DESCRIPTION	CASE PACK	UNIT SIZE	GTIN
CREAM OF WHEAT® BOXES				
*80101379	Original Stove Top 2½ min.	12	28oz	10019320013796
80100611	Original Stove Top 2½ min.	24	12oz	10013130006115
80101380	Original Stove Top 1 min.	12	28oz	10019320013802
80101378	Original Stove Top 10 min.	12	28oz	10019320013789
80100617	Maple Brown Sugar Stove Top 2½ min.	12	24oz	30072400066178
CREAM OF WHEAT® PACKETS (12 boxes per case containing individual packets)				
*80100015	Original Instant (12 packets)	12	12oz	10019320000154
80106018	Whole Grain Instant (8 packets)	12	12.7oz	30072400060183
80106037	Cinnabon™ Instant (10 packets)	12	12.3oz	10013130060353
80106047	Bananas & Cream Instant (10 packets)	12	12.5oz	30072400060473
80106053	Maple Brown Sugar Instant (10 packets)	12	12.5oz	10013130060537
80106030	Cocoa Instant (10 packets)	12	12.3oz	30072400060305
CREAM OF WHEAT® TO-GO CUPS				
80101109	Maple Brown Sugar Walnut, To-Go Cup	6	2.29oz	20072400011096
80101108	Cinnabon™, To-Go Cup	6	2.29oz	20072400011089
80101105	Mixed Berry with Almonds, To-Go Cup	6	2.29oz	20072400011058
80101106	Cinnamon Apple Walnut, To-Go Cup	6	2.29oz	20072400011065
CREAM OF WHEAT® BULK				
80101390	Original Instant with Iron (Leadtime required)	1	50lb	00072400013904
CREAM OF RICE® PACKETS & TO-GO CUPS				
80102693	Gluten Free Stove Top ½ min.	12	28oz	10019320026932
80100698	Gluten Free Stove Top ½ min.	12	14oz	10013130006986
80106220	Gluten Free Instant (8 packets)	12	12oz	30072400062200
80101107	Mixed Berry, To-Go Cup	6	2.29oz	20072400011072

*Best seller



Support

To learn more about our products and programs, contact our B&G Foods Away From Home representative. For additional information, visit bgfoodsawayfromhome.com, click Brands and then the Cream of Wheat® logo.