

WAM Wellness Rack



- Total Health, Wellness, & Energy Category is up +7% in \$ sales! - YTD 4/19/08
- WAM's "Best of the Best" 12 SKU Wholesome Assortment represents over 20% of total Category \$ sales, and over 30% of total unit sales - YTD 4/19/2008 - all on one compact counter unit
- WAM's "Best of the Best" 12 SKU Wholesome assortment represents 9 of the top 15 SKUs in the category, which are on average up +25% YTD!



WAM Wellness Counter Rack - Must take rack and one 12 box distribution by March 31st, 2009 and a second 12 box distribution by September 30th, 2009
Earn a \$17.50 WAM Rebate

UPC	Name
1600013158	NATURE VALLEY STRAWBERRY GRANOLA YOGURT BAR
1600015120	Nature Valley Chewy Trail Mix Fruit & Nut 1.2 OZ
1600033530	NATURE VALLEY GRNL BR CRN O/H BX
1600033550	NATURE VALLEY GRNL BR CRN P-BT B
1600042067	Nature Valley Sweet & Salty Peanut 1.2 OZ
1600042068	Nature Valley Sweet & Salty Almond 1.2 OZ
3800029186	SPECIAL K PROTEIN MEAL BAR STRAWBERRY 1.59oz
3800029190	SPECIAL K PROTEIN MEAL BAR CHOCOLATE PEANUT BUTTER 1.59oz
3800035648	NUTRI-GRAIN BAR APPLE/CINN 1.3oz
3800035948	NUTRI-GRAIN BAR STRAW BOX 1.3oz
3800037293	Nutri-Grain Fruit & Nut Berry & Almond 1.12oz.
3800076540	RICE KRISPIES TREAT ORIGINAL 1.3oz

