**General Mills**

**Convenience & Foodservice**

1 General Mills Boulevard

Minneapolis, MN 55426

February 13, 2017

Dear Valued Customer,

General Mills Convenience & Foodservice is announcing a formulation adjustment to select products in our Betty Crocker Fruit Snacks Line. **Beginning in late April, 2017** the products listed below will be produced with new ingredient statements and nutritional labels reflecting these changes.

To continue delivering the great taste and quality you expect from Betty Crocker Fruit Snacks, we have improved the formula for increased product resiliency.

Please see the following pages for an examples of new product labeling.

**Impacted SKUs:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product Description** | **General Mills Product Code** | **Case UPC/GTIN** | **Sysco Product Code** | **Change** |
| Betty Crocker Fruit Gushers Strawberry, 96 ct | 11503000 | 1001600115030 | 8964850 | Acerola removed. %DV of Vitamin C decreased from 25% to 10% |
| Betty Crocker Fruit by the Foot, 96 ct (Strawberry & Fruit Punch) | 11700000 | 10016000117003 | 6053920 | Acerola Removed. %DV of Vitamin C decreased from 25% to 10%.No longer reduced sugar |
| Betty Crocker Fruit by The Foot Berry Tie-Dye, 96 ct | 12106000 | 10016000121062 | 6665517 | Acerola Removed. %DV of Vitamin C decreased from 25% to 10%.No longer reduced sugar |

**There are no changes to** **price, case/ pack size or UPC.**

Thank you for your support and cooperation.  If you have any questions, please contact your local General Mills representative.

Sincerely,

General Mills Convenience & Foodservice

Betty Crocker Gushers Strawberry

Base Product Code: 11503000

UPC: 1001600011503

Previous Label:





**NEW Label**:





Betty Crocker Fruit by the Foot Variety Pack

Base Product Code: 11700000

UPC: 1001600011700

Previous Label:

Strawberry:



Color by the Foot:





**NEW Label:**

Strawberry:



Color by the Foot:





Betty Crocker Fruit by the Foot Berry Tie Dye

Base Product Code: 12106000

UPC: 1001600012106

Previous Label:





**NEW Label:**



