



Smart Snack Approved

Promotional Planning Calendar

2021-2022

SCHOOL YEAR

Great for promotional ideas,
menu plans and so much more!



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Hershey's® Ice Cream is proud to present our Promotional Planning Calendar. It is specifically designed to assist FSD's and menu planners to link nutrition and education in the cafeteria by way of fun lunch time promotions.

All themed days come complete with a clever idea, and featured ice cream or juice treat, as well as **FREE 8 1/2" x 11" printable posters** to display in your school.

Use the included **Planner Commitment Form** to lock your orders in now! Please note that our **Seasonal Cups** must be pre-ordered.



Nutrition + Education = Successful Happy Kids!




**Hershey's® and you!
Working together to boost school lunch participation.**



Hershey's® Ice Cream is your partner for lunchtime success!
For more information, or to download our free resources, visit our website
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Promotional Planning Calendar Commitment Sheet

	MONTH	THEME OR HOLIDAY	PRODUCT	PACKAGE QUANTITY	CASE QUANTITY	MENU DATE
	August	Back to School Looking Cool	Llama Party Sandwich	24 pieces		
	September	Ice Cream Cone Day	All Cones	24 pieces per item		
	October	Halloween	Strawberry Sundae	48 pieces		
	November	World Kindness Day	Unicorn Horn Twister	18 pieces		
	December	Cool Winter Wishes	Polar Blast Bars	36 pieces per flavor		
	January	Celebrate the New Year	All-Star Sundae	48 pieces		
	February	Mardi Gras	Juice Rush® Cups	80 pieces per flavor		
	March	Let's Read, America!	Juice Rush® Cups	80 pieces per flavor		
	April	Spring Celebrations	Birthday Cake Cup	48 pieces		
	May	Cinco de Mayo	Mango Heat Juice Rush® Cup	80 pieces		
	June, July and August	Summer Snacks	Juice Rush® Cups	80 pieces		
			Mighty Mini Sandwich	48 pieces		
			Polar Blast® Fruit Juice Bar	36 pieces		

Seasonal Cup Commitment Sheet

Seasonal cups are a limited time offer. Pre-Order Only!

	SEASON	PRODUCT	ORDER-BY DATE	PACKAGE QUANTITY	CASE QUANTITY	MENU DATE
	Fall	Zombie Sundae Cup	September 3, 2021	48 pieces		
	Winter	Sugar Cookie Cup	October 22, 2021	48 pieces		
	Winter	Whole Lotta Chocolate Cup	December 17, 2021	48 pieces		
	Spring	Poppin' Party	February 8, 2022	48 pieces		

School District: _____ Date: _____

Food Service Director Name (please print) _____

Food Service Director Signature: _____



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SEPTEMBER

Bonus Ideas



Llama Party Sandwich

Back to School!



Caramel Mochaccino Cone

September 6 - Coffee Ice Cream Day
September 29 - Mocha Day



All-Star Sundae and Juice Rush

September 6 - Labor Day
September 11 - Patriot Day



Fruit Punch Freeze Polar Blast

September 20 - Punch Day



Assorted Ice Cream Cones

September 22 - Ice Cream Cone Day



**Chocolate Scooter, Fudge-O Bar,
Chocolate Sundae Cup**

September 27 - Chocolate Milk Day



Strawberry Scooter Bar

September 28 - Strawberry Cream
Pie Day



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SEPTEMBER

Low Fat LLAMA PARTY

Ice Cream Sandwich



Back to School Looking Cool!

Feature this low fat cupcake flavored ice cream sandwiches on your back to school menus as a great way to start the year off right!

Nutrition Facts		Amount/serving	% DV	Amount/serving	% DV		
1 servings per container		Total Fat	4g	5%	Total Carb.	31g	11%
Serving size 1 sandwich (65g)		Sat. Fat	2g	10%	Fiber	0g	0%
Calories per serving 190		Trans Fat	0g		Total Sugars	16g	
		Cholesterol	5mg	2%	Incl. 13g Added Sugars	26%	
		Sodium	140mg	6%	Protein	3g	
		Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 0%					



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Low Fat LLAMA PARTY

Ice Cream Sandwich



Featured on:

Back to School Looking Cool!

Low fat cupcake flavored ice cream and natural rainbow sprinkles between two vanilla wafers.



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SEPTEMBER

We all scream for ICE CREAM CONES!



September 22 is National Ice Cream Cone day!
Celebrate all throughout this month with any
of our tasty ice cream cone options.

Caramel Mochaccino Cone

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	2.5g	3%	Total Carb.	25g
Serving size 1 cone (64g)	Sat. Fat	1.5g	8%	Fiber	1g	4%
Calories per serving 140	<i>Trans</i> Fat		0g	Total Sugars		15g
	Cholesterol	5mg	2%	Incl. 11g Added Sugars		22%
	Sodium	90mg	4%	Protein	3g	
	Vitamin D 0% • Calcium 6% • Iron 6% • Potassium 4% • Vitamin A 2%					

Crazy Cone

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	2.5g	3%	Total Carb.	26g
Serving size 1 cone (73g)	Sat. Fat	1.5g	8%	Fiber	0g	0%
Calories per serving 140	<i>Trans</i> Fat		0g	Total Sugars		16g
	Cholesterol	10mg	3%	Incl. 11g Added Sugars		22%
	Sodium	95mg	4%	Protein	4g	
	Vitamin D 0% • Calcium 10% • Iron 0% • Potassium 4% • Vitamin A 0%					

Cookies & Cream Cone

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	2.5g	3%	Total Carb.	24g
Serving size 1 cone (62g)	Sat. Fat	1.5g	8%	Fiber	0g	0%
Calories per serving 120	<i>Trans</i> Fat		0g	Total Sugars		14g
	Cholesterol	5mg	2%	Incl. 10g Added Sugars		20%
	Sodium	80mg	3%	Protein	3g	
	Vitamin D 0% • Calcium 8% • Iron 0% • Potassium 2% • Vitamin A 0%					

Vanilla/Chocolate Twist Cone

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	1.5g	2%	Total Carb.	25g
Serving size 1 cone (64g)	Sat. Fat	1g	5%	Fiber	0g	0%
Calories per serving 120	<i>Trans</i> Fat		0g	Total Sugars		15g
	Cholesterol	5mg	2%	Incl. 12g Added Sugars		24%
	Sodium	75mg	3%	Protein	3g	
	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 4% • Vitamin A 0%					



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We all scream for **ICE CREAM CONES!**



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OCTOBER

Bonus Ideas



Serve a product that matches your school colors!

National Dessert Month and Spirit Week/Homecoming!



Polar Blast & Strawberry Tropi-Kool Fruit Bar

Red Ribbon Week



Caramel Mochaccino Cone

October 1 - International Coffee Day



Strawberry Sundae

**October 7 - Day of Bullying Prevention
Don't be a "Boo-ly"**



Unicorn Horn Twister Cup

Just be U! Unique Unicorn Celebration



Any Chocolate Product

October 28 - Chocolate Day



Zombie Sundae and Strawberry Sundae

October 31 - Halloween



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OCTOBER

SPOOOOCKY gOOD!



Live up your lunch with scary good strawberry sundaes. Make it even more spooktacular by calling it the "Vampire" Sundae this season!

Nutrition Facts		Amount/serving	% DV	Amount/serving	% DV
1 servings per container		Total Fat 1g	1%	Total Carb. 17g	6%
Serving size 1 cup (52g)		Sat. Fat 0.5g	3%	Fiber 0g	0%
		Trans Fat 0g		Total Sugars 14g	
		Cholesterol 5mg	2%	Incl. 10g Added Sugars	20%
		Sodium 50mg	2%	Protein 2g	
Calories per serving	80	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 6%			



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Spooky Good!



Have a spooktacular lunch with a Strawberry "Vampire" Sundae dessert cup!



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November

Bonus Ideas



All-Star Sundae Cup

November 3 - Election Day
November 11 Veteran's Day



Assorted Ice Cream Sandwiches

November 3 - Sandwich Day



Caramel Mochaccino Cone

November 8 - Cappuccino Day



Assorted Yogurt Snacks

November 9 - Yogurt Day



Birthday Cake Cup

November 10 - Vanilla Cupcake Day



Chocolate & Strawberry Sundae Cups

Child Safety Protection Month - McGruff
Safety Sundaes
November 11 - Sundae Day



Unicorn Horn Twister Cup

November 13 - World Kindness Day



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NOVEMBER

World Kindness DAY



• Fat Free • UNICORN Horn Twister Cup

Celebrate World Kindness day with Fat Free Unicorn Horn Twister Cups! This birthday cake flavored frozen yogurt snack helps remind us of how wonderfully Unique we all are!

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat	0g	0%	Total Carb.
1 servings per container	Sat. Fat	0g 0%	Fiber	0g 0%
Serving size 1 cup (52g)	Trans Fat	0g	Total Sugars	14g
Calories per serving 90	Cholesterol	0mg 0%	Incl. 12g Added Sugars	24%
	Sodium	40mg 2%	Protein	2g
	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 0%			



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World Kindness DAY

Be kind to everyone around you!
We're all Unique in our own special way.



• Fat Free •
UNICORN
Horn
Twister Cup



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December

Bonus Ideas



Polar Blast® Bars or Sugar Cookie Cup

Winter Celebrations



Assorted Cotton Candy Flavored Products

December 7 - Cotton Candy Day



Brownie Batter Sandwich or
Salted Caramel Brownie Crunch Bar

December 8 - National Brownie Day



Assorted Chocolate Flavored Products

December 13 - Cocoa Day



Assorted Ice Cream Products

December 13 - Ice Cream Day



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DECEMBER

COOL WINTER WISHES



Make the season bright with Fruit Punch Freeze and Arctic Apple Polar Blast® Bars. These red and green treats will add some fun and festive variety to your menu.

Nutrition Facts	Amount/serving		% DV	
	Amount/serving	% DV	Amount/serving	% DV
1 servings per container	Total Fat 1g	1%	Total Carb. 14g	5%
Serving size 1 cone (52g)	Sat. Fat 0.5g	3%	Fiber 0g	0%
	Trans Fat 0g		Total Sugars 11g	
	Cholesterol 5mg	2%	Incl. 7g Added Sugars	14%
	Sodium 55mg	2%	Protein 2g	
Calories per serving 70	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 8%			



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COOL WINTER WISHES



Try a **Fruit Punch Freeze** or **Arctic Apple**
Polar Blast® Bar for a cool winter treat!

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JANUARY

Bonus Ideas



Assorted Ice Cream and Yogurt Snacks

January 11 - Milk Day



**Assorted products made with
gluten free ingredients**

January 13 - Gluten Free Day



Assorted fruit bars and juice cups

**January 15 - Fresh Squeezed
Juice Day**



Assorted Strawberry Flavored Snacks

January 15 - Strawberry Ice Cream Day



All-Star Sundae

**New Year Celebrations!
January 17 - MLK Day**



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JANUARY

CELEBRATE THE

NEW YEAR



Kick off the new year with a bang! Naturally flavored vanilla ice cream with raspberry sauce is an exciting new treat that we just added to our great line of 3oz dessert cups!



Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	1.5g	2%	Total Carb.	17g
Serving size 1 cup (52g)	Sat. Fat	1g	5%	Fiber	0g	0%
Calories per serving 90	Trans Fat 0g			Total Sugars 13g		
	Cholesterol	5mg	2%	Incl. 10g Added Sugars	20%	
	Sodium	55mg	2%	Protein	2g	
Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 6%						



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CELEBRATE THE

NEW YEAR

**ALL-STAR
SUNDAE**



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FEBRUARY

Bonus Ideas



Whole Lotta Chocolate Seasonal Cup

February 2 - Groundhog Day
February 14 - Valentine's Day



Assorted Frozen Yogurt Snacks

February 6-7 - Frozen Yogurt Day



Assorted Brownie and Chocolate Snacks

National Chocolate Lover's Month



Assorted Juice Rush Cups

Mardi Gras Week



All-Star Sundae

Superbowl Week
February 21 - President's Day



Polar Blast Bars

February 27 - Polar Bear Day



Assorted Strawberry Flavored Snacks

February 27 - Strawberry Day



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FEBRUARY

MARDI GRAS



Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	1g	1%	Total Carb.	14g
Serving size 1 cup (52g)	Sat. Fat	0.5g	3%	Fiber	0g	0%
Calories per serving 70	Trans Fat	0g		Total Sugars	11g	
	Cholesterol	5mg	2%	Incl. 7g Added Sugars	14%	
	Sodium	55mg	2%	Protein	2g	
Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 8%						

Celebrate good times with 3 great flavors of brightly colored Juice Rush® Cups! They're even made with 100% Juice, and no High Fructose Corn Syrup or Artificial Flavors so you can feel great about serving them!



MARDI GRAS



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MARCH

Bonus Ideas



Assorted Juice Rush Cups

March 2 - Read Across America Day



Salted Caramel Brownie Crunch Bar

March 19 - Caramel Day



Poppin' Party and Birthday Cake Cup

March 20 - First Day of Spring
March 20 - International Day of Happiness



Assorted Stick Bars

March 28 - Something on a Stick Day



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MARCH

LET'S READ AMERICA!



Celebrate Read Across America Day with brightly colored Juice Rush Cups® that are perfect for the tray or a la carte. They're made with 100% juice, and do not contain any high fructose corn syrup or artificial colors, so everyone can enjoy!

Mango Heat

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat	0g	0%	Total Carb.
1 servings per container	Sat. Fat	0g 0%	Fiber	0g 0%
Serving size 1 cup (140g)	Trans Fat	0g	Total Sugars	12g
Calories per serving	Cholesterol	0mg 0%	Incl. 0g Added Sugars	0%
50	Sodium	0mg 0%	Protein	0g
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%			

Cherry/Blue Raspberry




Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat	0g	0%	Total Carb.
1 servings per container	Sat. Fat	0g 0%	Fiber	0g 0%
Serving size 1 cup (140g)	Trans Fat	0g	Total Sugars	12g
Calories per serving	Cholesterol	0mg 0%	Incl. 0g Added Sugars	0%
50	Sodium	0mg 0%	Protein	0g
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%			

Strawberry Mango

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat	0g	0%	Total Carb.
1 servings per container	Sat. Fat	0g 0%	Fiber	0g 0%
Serving size 1 cup (140g)	Trans Fat	0g	Total Sugars	12g
Calories per serving	Cholesterol	0mg 0%	Incl. 0g Added Sugars	0%
50	Sodium	0mg 0%	Protein	0g
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%			



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LET'S READ AMERICA!

Reading is even better when you enjoy it with a tasty snack like Juice Rush!



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APRIL

Bonus Ideas



Poppin' Party and Strawberry Sundae Cup

Have fun in the sun this month!



Crazy Cone

April 1 - April Fools' Day



**Assorted products made with
gluten free ingredients**

April 5 - Caramel Day



Blue & Green Fruit Flavored Snacks

April 22 - Earth Day



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APRIL

JUMP for JOY



Nutrition Facts

1 servings per container
Serving size 1 cup (52g)

Calories per serving **70**

Amount/serving	% DV	Amount/serving	% DV
Total Fat 0g	0%	Total Carb. 15g	5%
Sat. Fat 0g	0%	Fiber 0g	0%
Trans Fat 0g		Total Sugars 12g	
Cholesterol 5mg	2%	Incl. 9g Added Sugars	18%
Sodium 60mg	3%	Protein 2g	
Vitamin D 0% • Calcium 8% • Iron 0% • Potassium 2%			

Bring the joy of spring to the cafeteria or classroom with Birthday Cake Yogurt Dessert Cups! This colorful and tasty treat is a great way to celebrate the season.



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JUMP for JOY

Celebrate spring with
Birthday Cake
Yogurt Dessert Cups!



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MAY

Bonus Ideas



All-Star Sundae Cup

Celebrate your community heroes!
Teacher Appreciation week, Police Week,
and Emergency Medical Service Week



Polar Blast Bar and Cherry/ Blue-Raspberry Juice Rush Cup

May 4 - Star Wars Day
May 7 - School Lunch Hero Day



Mango Heat Juice Rush Cup

May 4 - Cinco de Mayo



Assorted Strawberry Flavored Snacks

National Strawberry Month
May 21 - Strawberries and Cream Day



Assorted Red, White, and Blue Treats

May 27-31 - Memorial Day Celebrations



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MAY

Turn up the HEAT



Spicy foods are hot right now, and with our Mango Heat Juice Rush® Cup you can provide the sweet and spicy flavor that kids love! Better yet, this snack has no high fructose corn syrup, artificial colors and flavors, or added sugar*!

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	0g	0%	Total Carb.	12g
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g	0%
Calories per serving 50	Trans Fat 0g			Total Sugars 12g		
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%	0%
	Sodium	0mg	0%	Protein	0g	
Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%						

*Sugars are those naturally occurring in the fruit juice.



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Turn up the
HEAT



Mango Heat Juice Rush® is a spicy frozen juice cup that's made with real juice! Can you handle the heat?

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JUNE Bonus Ideas



Assorted Ice Cream Products
National Dairy Month
June 7 - Chocolate Ice Cream Day



Birthday Cake Cup
June 13 - Cupcake Lovers' Day



Assorted Vanilla Ice Cream Products
June 20 - Vanilla Shake Day



Orange Blossom Bar
June 27 - Orange Blossom Day



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JULY

Bonus Ideas



Assorted Ice Cream Treats

National Ice Cream Month
July 16 - Ice Cream Day



All-Star Sundae Cup

July 4 - Independence Day



Chocolate Sundae Cups

July 25 - Hot Fudge Sundae Day



Assorted Vanilla Flavored Treats

July 23 - Vanilla Ice Cream Day



Assorted Cotton Candy Flavored Treats

July 31 - Cotton Candy Day



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August Bonus Ideas



Chocolate and Strawberry "Safety" Sundaes

Traffic Awareness Month



Assorted Ice Cream Sandwiches

August 2 - Ice Cream Sandwich Day



Chocolate Chip David's® Cookie

August 4 - Chocolate Chip Cookie Day



Orange Blossom Bar

August 14 - Creamsicle Day



Fruit Punch Freeze Polar Blast Bar

August 26 - Cherry Popsicle Day



Assorted Hershey's® Smart Snacks

August 31 - Eat Outside Day



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SUMMER Snacks



We have a variety of grab-and-go treats that are the perfect addition to your summer snack program. From the small-but-mighty Mighty Mini Sandwich, to our juice based products like Polar Blast Bars and Juice Rush Cups®, Hershey's® Smart Snacks program has you covered.

Juice Rush Cups

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	0g	0%	Total Carb.	12g
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g	0%
Calories per serving 50	Trans Fat	0g		Total Sugars	12g	
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%	0%
	Sodium	0mg	0%	Protein	0g	
	Vitamin D	0%		Calcium	2%	
				Iron	6%	
				Potassium	2%	

Fruit Punch Freeze Polar Blast Bar

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	0g	0%	Total Carb.	21g
Serving size 1 bar (68g)	Sat. Fat	0g	0%	Fiber	0g	0%
Calories per serving 80	Trans Fat	0g		Total Sugars	18g	
	Cholesterol	0mg	0%	Incl. 16g Added Sugars	32%	
	Sodium	10mg	0%	Protein	0g	
	Vitamin D	0%		Calcium	0%	
				Iron	0%	
				Potassium	2%	

Mighty Mini Sandwich

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	2g	3%	Total Carb.	19g
Serving size 1 sandwich (44g)	Sat. Fat	1g	5%	Fiber	0g	0%
Calories per serving 100	Trans Fat	0g		Total Sugars	10g	
	Cholesterol	5mg	2%	Incl. 7g Added Sugars	14%	
	Sodium	100mg	4%	Protein	2g	
	Vitamin D	0%		Calcium	6%	
				Iron	0%	
				Potassium	2%	
				Vitamin A	0%	



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Happy SUMMER Snacking



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