



July 21, 2010

All Ralston Foodservice Brokers:

**USDA Certification of Serving Size for Pouches**

Attached is the updated letter to the school Food Service Director warranting that our pouch pack cereals do meet the USDA requirements for Bread, Bread Alternates serving size of  $\frac{3}{4}$  cup or 1 oz. by weight, whichever is less.

Please make copies of this letter and distribute to your sales representatives and distributor bid personnel.

Good Selling!

A handwritten signature in black ink that reads 'Ronald L. Matthews'. The signature is written in a cursive style with a prominent initial 'R'.

Ronald L. Matthews  
Director, Foodservice Sales



July 21, 2010

Dear School Foodservice Director:

Ralston Foodservice certifies that individual servings of cereal known as "Pouch Packs" do meet the existing Bread, Bread Alternate guidelines, as published in the Department of Agriculture Federal Register, School Breakfast Program regulations. 220.8 (111) and the Food Buying Guide for Child Nutrition Programs, PA #1331 (1984, Revised May 1990).

Under these guidelines a serving of cereal can be  $\frac{3}{4}$  cup or 1.0 oz., whichever is less. All of Ralston's Pouch Pack cereals meet the  $\frac{3}{4}$  cup serving requirement while several other Ralston varieties will meet or exceed the 1.0 oz. weight measurement. Ralston warrants that the cereal, as packaged, will not fall below the  $\frac{3}{4}$  cup or 1.0 oz. by weight, whichever is less.

For your information, ready-to-eat cereal is not a food product eligible for Child Nutrition (CN) labeling by the FNS, therefore Ralston Foods ready-to-eat cereal do not have CN labeling.

If you have any questions regarding this information or any other Ralston products, please feel free to call us at 1-800-331-7957.

Sincerely,

A handwritten signature in black ink that reads 'Ronald L. Matthews'. The signature is written in a cursive style with a large initial 'R'.

Ronald L. Matthews  
Director, Foodservice Sales