

Crispix™ Party Time ...the promotion with just the right merchandising mix:



Kellogg's® Crispix™ CEREAL

Your customers have come to know only Crispix™ combines the delicious crackle of rice on one side with the tasty crunch of corn on the other side for a party mix combination that can't be beat. Only Crispix™ is crispy times two.



Frito Lay® ROLD GOLD® PRETZELS

One of America's best-selling pretzels, oven-baked to a perfectly crunchy taste.

Hefty® PRINTS

Finally affordable disposable plates with an attractive design your customers will be proud to serve on... plus foam's soakproof strength so it won't collapse when piled high with food.



McCORMICK® / Schilling®

SEASON-ALL® SEASONED SALT
The well seasoned brand of seasoned salt.



Heinz®

WORCESTERSHIRE SAUCE
A versatile seasoning sauce due to its flavorful, rich and zesty taste. It is a distinctive branded product that delivers the famous Heinz quality at the lowest price in the Worcestershire Sauce category.



Good Housekeeping®
LADIES' HOME
Journal®
Better Homes®
Family Circle®
McCall's

Over 76 million readers

Strong media support with over 44 million readers receiving a full-color, full-page FSI on November 11, 1984, and 32 million readers seeing the full-page magazine ad in the December issues of **Good Housekeeping**, **Family Circle**, **Better Homes and Gardens**, **McCall's** and **Ladies Home Journal**.



Over 40 million coupons on Crispix™ Packages

Over 8 million Kellogg's® packages will feature the promotion theme and 5 Crispix™ Mix fixins' money savings coupons worth 90¢. Sure to create traffic in your store.



Total Display Package

Dynamic themed in-store display units tie-in the promotion's partners and give you the opportunity to build an entire holiday party center!

Special Consumer Holiday Offer

A limited edition Currier & Ives party canister offer is sure to increase sales because proofs of purchase are required. Offer available in the ad, FSI and in your store on Crispix™ packages and take-one pads.

