

Rice Krispies® Cereal Speaks to You

Share the fun and flavor that's been loved for generations.

SNAP!TM

The Responsible One

Snap believes that helping people start their day with **Rice Krispies** cereal is the most important job in the world. "It's not that I like telling my brothers what to do, it's just that someone needs to keep these guys in line, you know?"

CRACKLE!TM

The Jokester

Always quick with a joke, **Crackle** is the comic relief in a band of brothers who love a good laugh. Fortunately, with **Crackle** around, smiles are never far away. "I love to laugh and I love to start my day with **Rice Krispies!**"

POP!TM

The Center of Attention

His older brothers often think he steals the spotlight, but he says he needs it to show off his cuteness. **Pop** likes to start every day looking good. "I like nice things, nice clothes, nice people, and a nice breakfast. It's just so, well, nice!"



Bring Fun to Your Kitchen with SNAP! CRACKLE! POP!®

DID YOU KNOW?
The rice for **Rice Krispies** cereal is grown in the great states of Louisiana and Arkansas.

GROWN IN THE USA
RICE

Morning Maze
Make your way from start to end.

"I'll make enough for everyone!"

My Favorite Food: Rice Krispies cereal

"Breakfast makes me smile... brilliantly."

"I've got the recipe for fun!"

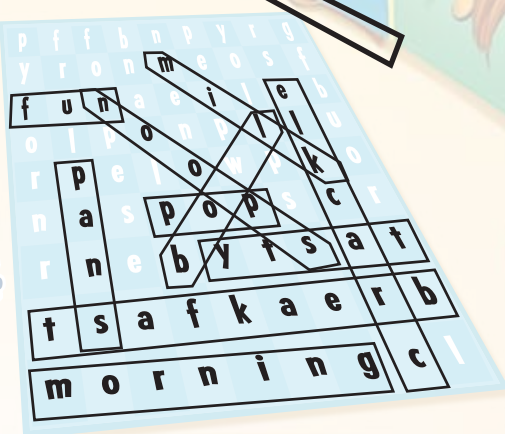
The Original Treats™



My Favorite Color: Anything really, really bright

Can you find the following words?

- breakfast
- bowl
- spoon
- milk
- fun
- snap
- crackle
- pop
- tasty
- morning



Find the Spoons
See if you can find all 9 of the hidden spoons.

Find more fun at ricekrispies.com

Recipe for The Original Treats™

INGREDIENTS:

- 3 tablespoons butter or margarine
- 1 package (10 oz., about 40) JET-PUFFED Marshmallows
- 6 cups © Rice Krispies® cereal

Go to ricekrispies.com for recipe directions and nutrition information.



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IT'S EASY!

1. **FIND** code inside package.
2. **ENTER** codes at KelloggsFamilyRewards.com
3. **COLLECT & REDEEM** points for family rewards.

Visit KelloggsFamilyRewards.com to redeem codes and for complete details. Open to US residents, 18 and older.