



FOR IMMEDIATE RELEASE

General Mills Convenience to Spotlight Innovation at NACS 2025

Flavor, innovation, and convenience take center stage as General Mills heads to Chicago with two booths featuring its newest craveable snacks and foodservice solutions.

MINNEAPOLIS (Oct. 15, 2025) —General Mills Convenience will bring its latest lineup of craveable snacks and foodservice solutions to Chicago for the National Association of Convenience Stores (NACS) Show, taking place October 15–17, 2025, at McCormick Place. As the convenience and fuel retailing industry’s premier event, NACS attracts tens of thousands of attendees from around the world.

General Mills Convenience, which helps c-store retailers to stock their shelves with must-have products from top-turning brands and offers low-labor foodservice solutions, will emphasize innovation across two booths at NACS: one focused on craveable snacks (#N911) and the other (#S5372) showcasing foodservice solutions to help convenience retailers serve baked goods, pizza, sandwiches, and more. Company experts in culinary, category management and consumer insights will be available throughout the show to share ways c-stores can maximize space, engage customers, and boost sales.

“NACS is an incredible opportunity for us to connect with retailers, listen to their needs and share how General Mills can help them succeed,” said Nick DeWitt, sales vice president for General Mills Convenience. “From bringing innovative new snacks to shelves and investing in core products, to helping c-stores elevate their foodservice programs, we are excited to show up with solutions that drive traffic and sales.”

Crave-Worthy Snacks Take the Spotlight (Booth #N911)

General Mills will debut an expanded lineup of crave-worthy snacks and preview a summer road trip promotion marking the 100th anniversary of Route 66. In partnership with New Mexico True, the state’s tourism department, Chex Mix and Gardetto’s will feature limited-edition packaging and a sweepstakes designed to celebrate the spirit of adventure on America’s most iconic highway. At the booth, NACS attendees can:

- See and sample new products – including GHOST® Protein Bars, Chex Mix Car Cups, and limited-time offerings across the Gushers portfolio. Other recent introductions available for tasting include Watermelon & Sour Apple Gushers, Hot & Spicy Chex Mix, Spicy Dill Chex Mix, Oreo Muddy Buddies, and Salt & Vinegar Bugles.
(Additional product information and photos available below.)
- Explore flavor renovation and refreshed packaging for Chex Mix as the brand’s top three varieties (Traditional, Cheddar, and Bold) have been reformulated to deliver an even bigger flavor experience. Updated packaging across the line modernizes the look and enhances shelf presence.

- Preview the Route 66 summer promotion: Attendees can get an early look at the campaign and take part in a themed photo opportunity that captures the excitement of the open road.

Comprehensive Foodservice Solutions for Every Need (#S5372)

Across the show floor, General Mills Foodservice will highlight convenient, low-labor foodservice solutions to help c-stores expand their menus and better serve busy, on-the-go customers. Products from trusted brands like Pillsbury will be featured, showcasing options for serving:

- Desserts and Snacks: Pillsbury Blondies, Cinnamon Rolls, Brownies, Donut Bites and more
- Sandwich Carriers: Pillsbury Biscuits, Croissants and Waffles in thaw-and-serve or freezer-to-oven formats
- Pizza Crust: dough balls, dough sheets and parbaked options

Rick Fellers, senior national account executive at General Mills Foodservice, added: “Our goal is to make foodservice easier for c-stores. With quality products from trusted brands, retailers can deliver pizza, sandwiches and baked goods no matter their kitchen setup — saving labor while delighting customers.”

For more information about must-have products, in-store displays, merchandising tools and foodservice solutions for convenience store retailers, visit www.GeneralMillsConvenience.com.

About General Mills Convenience

General Mills Convenience provides must-have products from top-turning brands, in-store displays, best-practice planograms and merchandising tools to help c-store retailers serve their on-the-go patrons. Its distinguished brand portfolio includes Big G Cereals, Bugles, Chex Mix, Dunkaroos, Fruit by the Foot, Gardetto's, Gold Medal, Gushers, Nature Valley, Pillsbury and Totino's. For more information, please visit www.GeneralMillsConvenience.com.

About General Mills Foodservice

General Mills Foodservice serves the foodservice, bakery and convenience industries by providing quality products from time-trusted brands along with culinary support, nutrition education, and marketing resources to help operators succeed. Its distinguished brand portfolio includes Big G Cereals, Nature Valley, Gold Medal, Pillsbury, Chex Mix, Bugles, Gardetto's, Annie's and TNT Crust/BONICI®. For more information, please visit www.GeneralMillsFoodservice.com.

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***New Snacks:** Details about the new snacks from General Mills Convenience can be found below. Click [here](#) to access new product photos.

GHOST® PROTEIN BARS

What: General Mills has partnered with GHOST®, the lifestyle brand that built a movement at the intersection of sports nutrition products, energy drinks, dietary supplements and apparel, to introduce GHOST® PROTEIN BARS: a high-protein dual bar with 20 grams of protein, 2 grams of

sugar and 250 to 270 calories. The protein bars are the first-ever two-stick layered format, a nod to classic candy bars.

Flavors: "CHOCOLATE CARAMEL," "CHOCO CHIP COOKIE DOUGH" and "CHOCOLATE PEANUT BUTTER"

SRP: \$3.69

(more)

Chex Mix Car Cups

What: General Mills Convenience now offers its popular Chex Mix snack mix in a new convenient format: car cups. The 2.5-ounce size cups are designed to fit in a car cup holder, giving c-store shoppers a new way to enjoy their favorite snack mix on-the-go.

Flavors: Traditional, Cheddar, Bold

SRP: \$2.19

All Blue Gushers (Limited-Time Offer)

What: All Blue Gushers features two mouth-watering flavors in each pouch: Blueberry Grape and Sour Blue Raspberry. The fruit-flavored snacks are gluten-free, gelatin free, and provide a good source of vitamin C. Each single-serve, 4.25-ounce pouch of gummy snacks has 80 calories.

SRP: \$2.89

Gushers Watermelon & Sour Apple

What: Another craveable variation from Gushers, filled with Watermelon and Sour Apple flavor. Gushers are gluten-free, gelatin-free, and provide a good source of vitamin C. Available in 4.25-ounce pouches.

SRP: \$2.89

Hot & Spicy Chex Mix

What: One of the latest bold ways to enjoy Chex Mix snack mix, the Hot & Spicy flavor-blasted variety is packed with seasoned Chex cereal, mini breadsticks, pretzels, and crispy crackers. The 4.5-ounce bags deliver an irresistible combination of crunch and bold flavor and offer c-store retailers a high-impact snack option that satisfies consumers' cravings for intense, salty flavors.

SRP: \$3.79

Spicy Dill Chex Mix

What: Another bold way to enjoy Chex Mix snack mix, Spicy Dill Chex Mix is packed with dill pickle flavor-blasted Chex cereal, mini breadsticks, pretzels, and crispy crackers. The 4.5-ounce bags deliver an irresistible combination of crunch and bold flavor and offer c-store retailers a high-impact snack option that satisfies consumers' cravings for intense, salty flavors.

SRP: \$3.79

Oreo Muddy Buddies

What: An elevated new twist on its Muddy Buddies Cookies & Cream with the introduction of [Oreo Cookies & Cream Muddy Buddies](#). The new snack in a 4.25-ounce bag includes crispy corn Chex pieces coated with a topping of real Oreo cookie wafers.

Flavors: In addition to new Oreo Muddy Buddies, other include: Cinnamon Toast Crunch, Funfetti, Peanut Butter & Chocolate, Brownie Supreme and Girl Scout Thin Mint.

SRP: \$4.29

Salt & Vinegar Bugles

What: A zesty and salty version of America's favorite cone-shaped crunchy snack. Salt and vinegar is a top-trending flavor among salty snacks, and the new Bugles in a 3-ounce size bag give c-store

retailers an exciting new snack option for the salty set in a size and format that is great for the on-the-go patron.

Flavors: The new Bugles are the latest in a line-up of distinct flavors from the iconic brand that was first introduced in 1964. Other varieties include: Caramel, Chili Cheese, Cinnamon Toast Crunch, Hidden Valley Ranch, TABASCO® and Original, Nacho Cheese.

SRP: \$3.29

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