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GENERAL MILLS

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WATCH SALES GO NUTS WITH NEW NATURE VALLEY® GRANOLA NUT CLUSTERS

Now Available to Convenience Store Retailers from General Mills

MINNEAPOLIS (June 30, 2009) — Since 1975 Nature Valley has brought natural goodness to snacking using wholesome ingredients. Now for the first time, Nature Valley brings its great taste to the nuts and seeds category with new Nature Valley® Granola Nut Clusters. The crunchy bite-sized clusters are a sweet and salty combination of premium whole roasted nuts rolled in Nature Valley granola and a touch of honey, delivering a taste of nature in each delicious bite. Nature Valley Granola Nut Clusters are available in Roasted Almond and Nut Lovers varieties. Each 3.5-ounce pouch has a suggested retail price of \$2.65.

Nature Valley is the top selling brand in the bar category.¹ With new Granola Nut Clusters, General Mills brings the power of the Nature Valley brand to the nuts and seeds category, which continues to experience strong growth in unit and dollar sales.

“The popularity of Nature Valley makes it a top selling grain snack and fast-turning SKU,” said Scott Dorman, associate marketing manager, General Mills convenient solutions team. “New Nature Valley Granola Nut Clusters offer consumers a whole new afternoon snack option and are the perfect addition to drive incremental growth in the nut aisle.”

In consumer taste tests, Nature Valley Granola Nut Clusters met expectations of 95 percent of consumers. Furthermore, more than 88 percent of consumers indicated intent to purchase.²

For more information about Nature Valley Granola Nut Clusters, convenience store retailers can visit www.generalmillscstore.com or contact their General Mills sales representative.

About General Mills

General Mills is a leading global manufacturer and marketer of consumer foods products, with annual worldwide net sales of \$13.7 billion. Its global brand portfolio includes Betty Crocker, Pillsbury, Green Giant, Häagen-Dazs, Old El Paso, Bugles and more. It also has more than 100 U.S. consumer brands, more than 30 of which generate annual retail sales in excess of \$100 million. Included in the U.S. portfolio are some of the nation's most popular brands including Cheerios, Wheaties and other Big G cereal brands; Yoplait and Colombo yogurts; Betty Crocker desserts and dinner mixes; Betty Crocker and Nature Valley snacks; Totino's frozen pizza and snacks; and Progresso ready-to-serve soups. General Mills is also a leader in the bakeries and foodservice business.

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¹ IRI All Scan Convenience Store Data 26 weeks ending 12/28/08

² North Confidential In-Home Use Test, GMI Consumer Insights, December 2008