



***** NEW FLAVOR ALERT *****

Announcing New Flavors of Chex Mix™ Snack Mix: Spicy Dill and Hot & Spicy

General Mills Convenience is bringing c-store consumers, not one but two bold new ways to enjoy Chex Mix™ snack mix with the launch of [Spicy Dill](#) and [Hot & Spicy](#) flavor-blasted varieties. The new snack will be available for sampling at the General Mills Convenience booth (#6034) at the 2025 Sweets & Snacks Expo taking place May 13-15, 2025 in Indianapolis.

Packed with seasoned Chex cereal, mini breadsticks, pretzels, and crispy crackers, these new mixes deliver an irresistible combination of crunch and bold flavor. Available in 4.5-ounce bags, they offer c-store retailers a high-impact snack option that satisfies consumers' cravings for intense, salty flavors.

Chex Mix™ Spicy Dill and Hot & Spicy

- 4.5-ounce size bag
- 26 cases per layer/6 layers per pallet
- Shelf Location: Warehouse Salty
- Suggested Retail Price: \$3.79
- Available: May 2025



For more information, convenience store retailers can contact their General Mills sales representative, call 1-800-243-5687 or visit www.GeneralMillsConvenience.com.

About General Mills Convenience

General Mills Convenience partners with convenience stores to provide must-have products from top-turning brands, in-store displays, best-practice planograms and merchandising tools to help retailers serve their on-the-go patrons. Its distinguished brand portfolio includes Chex Mix, Gardetto's, Gushers, Nature Valley, Bugles, Muddy Buddies, Totino's and Pillsbury. For more information, please visit [www. GeneralMillsConvenience.com](http://www.GeneralMillsConvenience.com).

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