



*** 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	 A green bag of Chex Mix Spicy Dill snack mix. The bag is primarily green with 'SPICY DILL' written in yellow and 'Chex mix' in red. It features an image of the snack mix on the front.	 A red bag of Chex Mix Hot & Spicy snack mix. The bag is primarily red with 'Hot & Spicy' written in white and 'Chex mix' in red. It features an image of the snack mix on the front.
<ul style="list-style-type: none">• 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, Garedetto's, Gushers, Nature Valley, Bugles, Muddy Buddies, Totino's and Pillsbury. For more information, please visit www.GeneralMillsConvenience.com.

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