

THE AWESOME  
Campfire Taste of Smorz™ Cereal  
is here to **BLOW YOUR MIND!**

Decipher  
Delicious **SMORZ™ CODE** Using the code key below, substitute letters for symbol groups.

Q: Campfires are great for creating s'mores. What else can they make?

A: **H E A T E D**

**C O N V E R S A T I O N S**

■ ■ ■ ■ = A    ● ● ● ● = H    ● ■ ● = R  
 ■ ● ■ ● = C    ● ● = I    ● ● ● = S  
 ■ ● ● = D    ■ ● = N    ■ = T  
 ● = E    ■ ■ ■ = O    ● ● ● ■ = V



Mind Melter  
**SMORZ™ SUDOKU**



Fill empty squares so each item appears exactly once in every row, column and box.

**PICTOGRAM**

See what we're saying?  
Q: The taste of s'mores isn't just for summer! With Smorz™ cereal...

**U** **1/2 IT**

**-B Y+**

