

Marinela®

The best stuff's inside.

2024

Sales & Marketing
Meeting

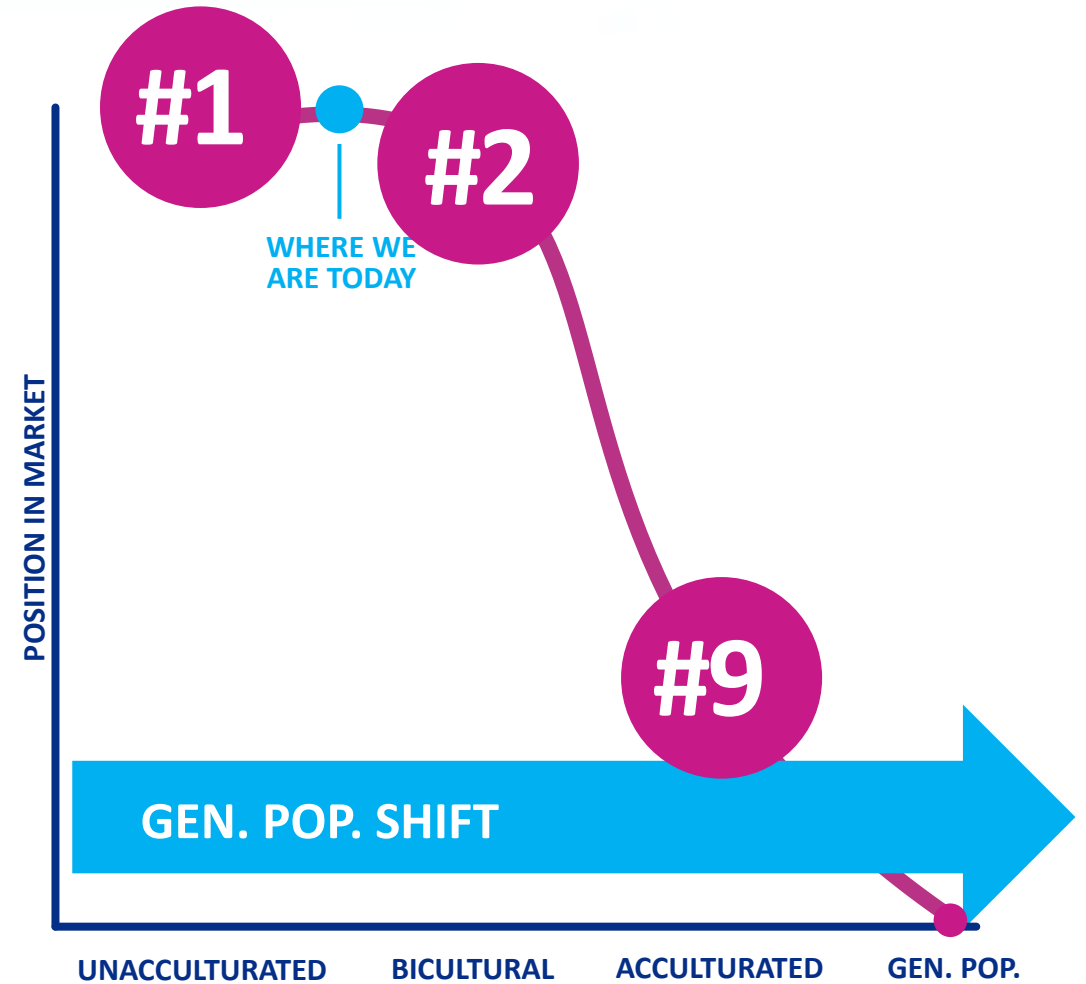
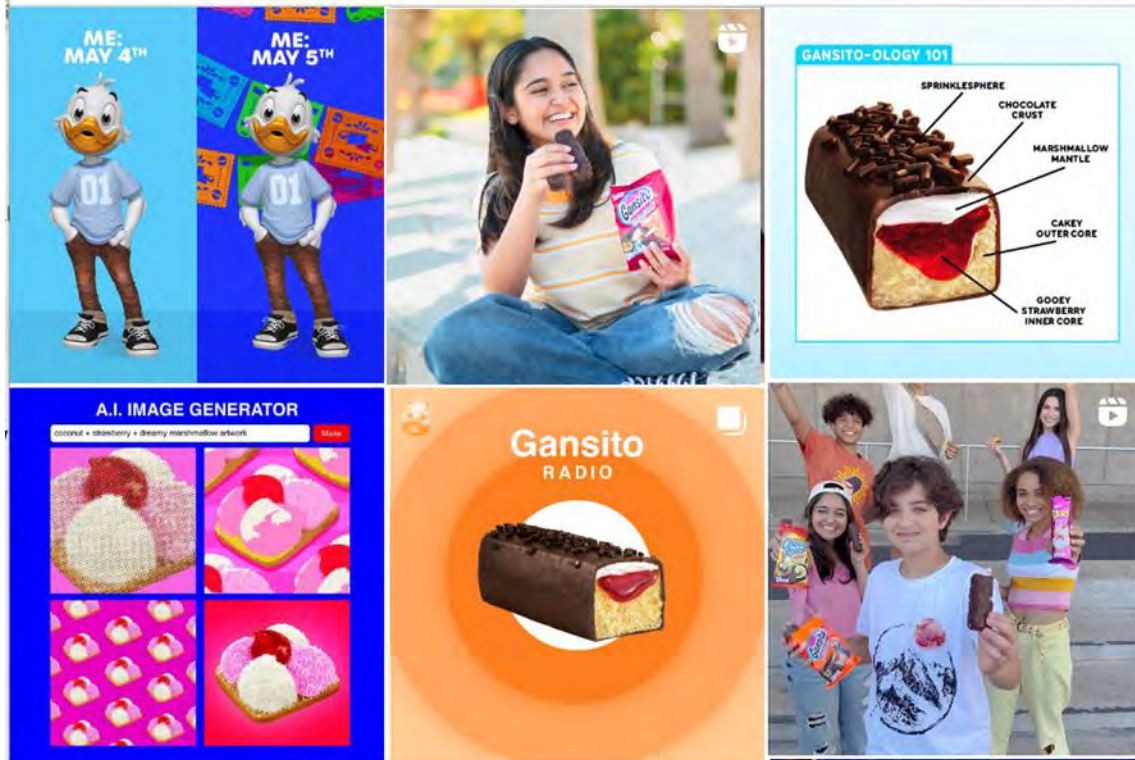


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Situation Analysis

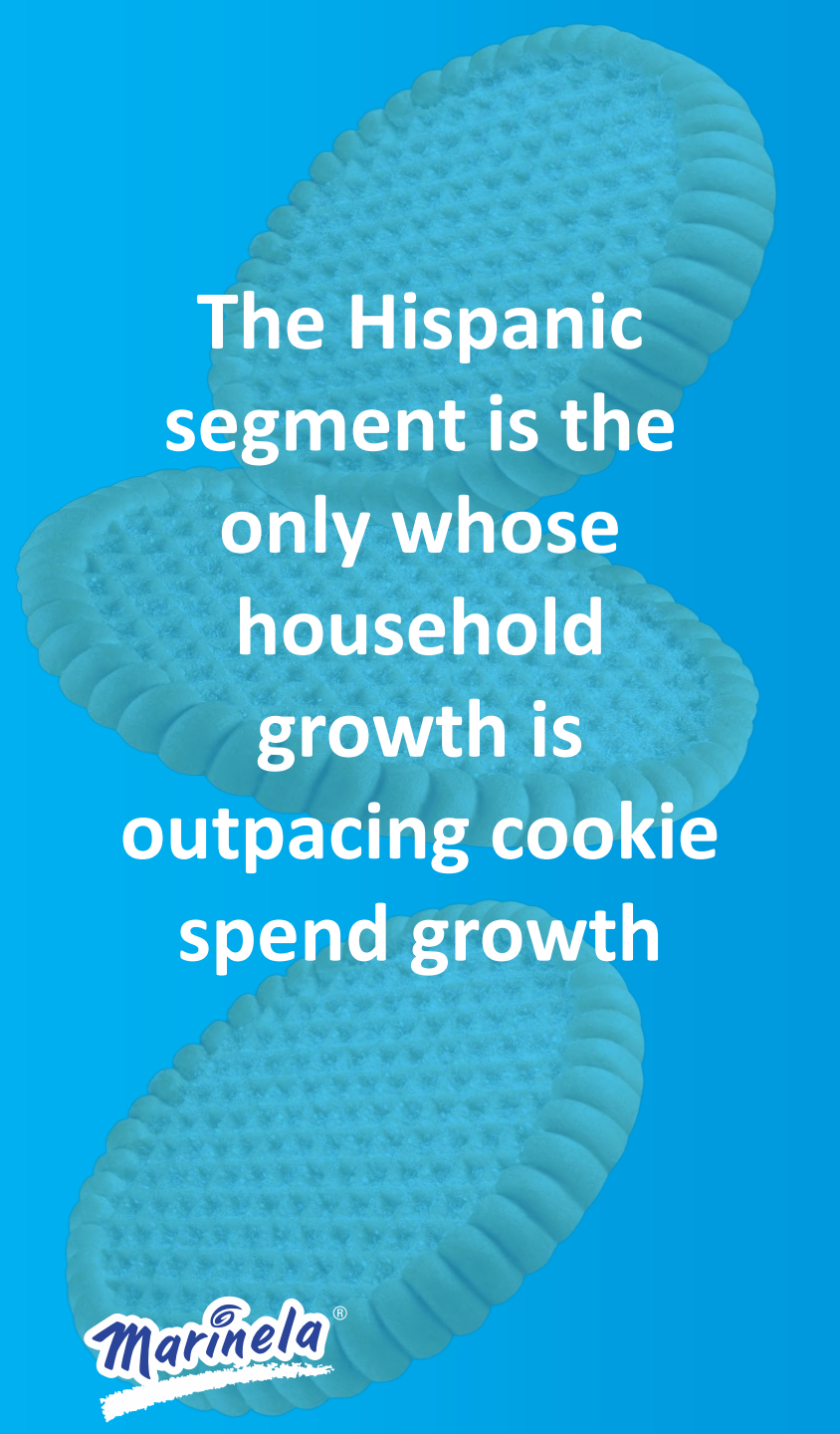


Brand Preference Among Consumers




Source: Collage Survey (weighted data).

Question: Please indicate your familiarity with the following brands. (n = 1051 minus non-consumers).



The Hispanic segment is the only whose household growth is outpacing cookie spend growth

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For Hispanic and Non-Hispanic households, cookie penetration is about 5%-6% higher in households with children

Hispanics stand out in being more likely to eat them at **breakfast** (17% higher) relative to other segments



Mostly bought in Mass & Club

Marinela remains the 4th most preferred brand by Bicultural consumers and 2nd in Unacculturated winning vs Gamesa

Becoming a \$370 MM US Brand

We aspire to maintain our #1 snack cake position for the US Hispanic consumers and become #2 in the cookie category among all Hispanic acculturation levels and a bigger player in both categories with teens and young adults with mainstream consumers who are seeking insurgent brands



Business Objective: \$378 MM in 2025

Retain Consumers

- Consumer Centric Promotions
- Focus on high velocity & highly profitable items
- Shopper programs in Convenience and Hispanic Groceries
- Maintain Innovation for our core consumers

Distribution Voids

- Portfolio standardization in national accounts
- Focus on high velocity & highly profitable items

Recruit Consumers

- Launch a new appealing packaging
- Create regional and strategic content to connect with new consumers

Mainstream Expansion

- Focus on cookie expansion with correct portfolio
- Leverage unique and high velocity items for the snack cake consumers

Core Hispanic Consumer Pillars

Mainstream Consumer Pillars

2023 Positioning

Marinela brings out the best in every person and every moment.

RESPONSE

Marinela introduces everyone to a colorful and delicious culture that everyone ends up craving for.

MEANING

Marinela is the brand that rewards you with flavor and fun in every bite.

POINTS OF DIFFERENCE

Variety of decadent treats

Unique flavors and textures

On-the-go options

TARGET

CORE

US Hispanics who have a strong emotional connection with the Marinela brand and are looking for a delicious reward that brings an excitement and decadence to their everyday.

ASPIRATIONAL

Gen-Pop moms with Gen Z teens who are feeding the next generation of snackers. They like to explore different flavors to surprise and delight their family.



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2024 Channel Strategy



Channel Strategy

CONVENIENCE

Work together with customer teams to keep leveraging shopper and customer programs to increase display placement, portfolio standardization and product velocity



MASS & GROCERY

Create display momentums through seasonalities and consumer centric programs which will lead is an differentiate to increase distribution, as well as bringing new formats and product innovation



CLUB

Bring variety available products to compete in the market with the correct portfolio (minis) and branding



Marinela and Bimbo Arch Display Kit



- New WOW display for large format customers
- Utilizes two clip hutches, with additional weekender for two more shelves for product.
- Expandable to fit in smaller or larger areas
- Arch can be placed in front lobbies, over endcaps, etc.
- Spacers for Bimbo products keep merchandising world-class

- Kit includes:
 - Two (2) 26" clip hutches
 - Two (2) 26" weekenders for tops
 - Fillers for Bimbo side hutch to adjust down to world class 21" shelf space
 - Two (2) arch toppers
 - One (1) connecting center piece
 - One (1) Osito cut out
 - One (1) Gansito cut out



Dimensions (outer):
 8' 1.5" H, 13" D
 11' 8" max W, 9' 8" min W



Tart-A-Let Chocolate

Launch 2024

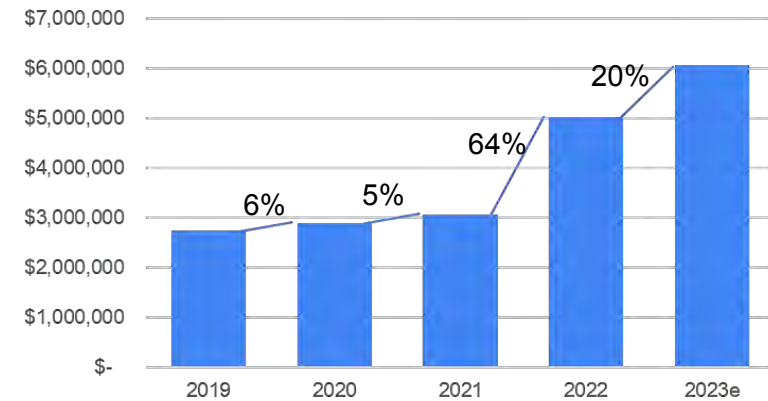


Chocolate Tart-A- Let RTB

Objective: Fit with the chocolate flavor lovers to drive household penetration within the cookie category with a differentiated cookie type

Tartinas is a product that keeps growing in the past 5 years, not only in its core strawberry items but bringing new Caribbean flavors for the East consumers

Tartinas Net Sales



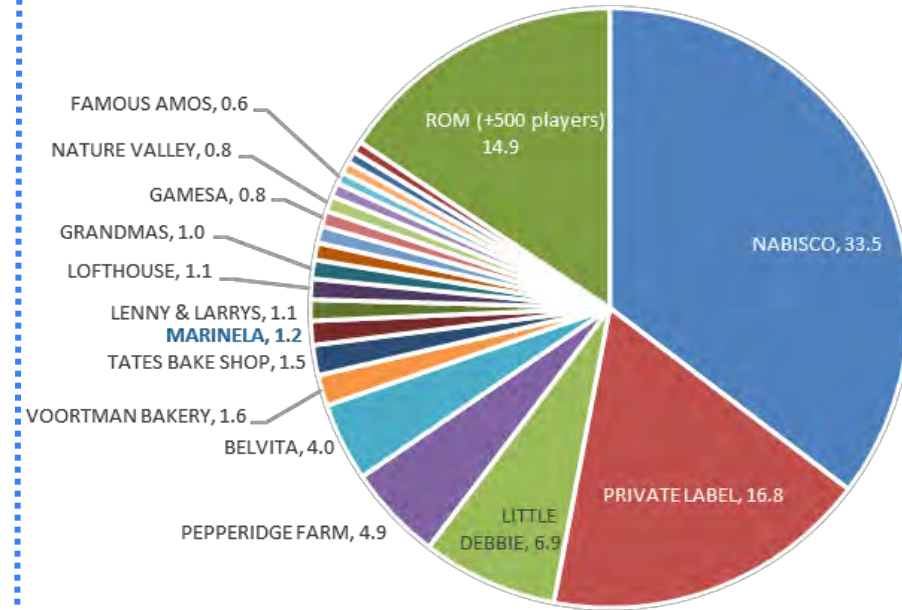
86% of consumers love or like it. Equally popular with all consumer types.

Mostly used in cookies and cakes which bring us top to mind for consumers

Cake	24.2%
Cookie	16.4%
Frozen Treat	14.8%
Sundae	9.9%
Other Dessert	5.2%
Breakfast Bakery	4.5%
Pie/Tart	4%
Brownie	4%
Ethnic Dessert	3.3%
Cheesecake	2.9%
Dessert Beverage	2.3%
Pudding/Jello	2%



Marinela is within the Top 10 cookie category leaders with 20% growth in dlls and 13% growth in units. And a convenience share of 6.3 pp



Based on 2023 Trends Milk chocolate is a mainstream flavor that keeps growing

TRENDS 2023



TOP 10 FLAVORS FOR THE PAST 5 YEARS

Mainstream

<u>Milk Chocolate</u>	Almond	Dark Chocolate
Strawberry	Caramel	<u>Cinnamon</u>
Vanilla	Blueberry	
Peanut Butter	Coconut	

NEXT 15 FLAVORS FOR THE PAST 5 YEARS

Key

Cherry	Salted Caramel	Hazelnut	<u>Cookies and Cream</u>
<u>Lemon</u>	Mint	Maple	<u>Pumpkin/Pumpkin Spice</u>
Orange	Honey	Peppermint	
Fudge	Banana	Cocoa	
		<u>Birthday Cake</u>	

20 FASTEST-GROWING FLAVORS FOR THE PAST 3 YEARS

Up and Coming

Cappuccino	Lime	<u>S'mores</u>	Sea Salt
Brown Sugar	Brownie	Cookie Dough	Strawberry & Cream
Gingerbread	<u>Passion Fruit</u>	French Vanilla	<u>Butterscotch</u>
<u>White Chocolate</u>	Cheesecake	Madagascar Vanilla	Raspberry
Grape	<u>Pineapple</u>	Marshmallow	Bacon

TOP 20 FASTEST-GROWING FLAVORS LAST YEAR

Emerging

Cream Cheese	<u>Churro</u>	Black Cherry	Pecan Nut
Truffle Chocolate	Green Apple	Key Lime Pie	Tangerine
<u>Dulce de Leche</u>	Lemonade	Nougat	Toffee
Pomegranate	Wildberry	<u>Fig</u>	Watermelon
Buttermilk	Matcha Tea	Blackberry	Macadamia Nut

Sweet

2023 US TASTE CHARTS



Chocolate Tart-A-Let– Sell sheet



Attributes	<ul style="list-style-type: none"> • Marinela is one of the top 10 cookie brands in the US • Tartinas keep growing sales (20% vs LY) • Chocolate is the fastest growing flavor in the past 10 years • Perfectly portioned size for any occasion • Unique offer in the market
Description	Weight: 14.1 oz (400g)
Margin Minder Name	MLA TARTINAS CHOCOLATE 8P
Sell-In Samples	Spring 2024
Launch Date	March 11th, 2024
Package UPC / Oracle	BUSS: 014740 ORACLE: 950233 UPC: 0 74323 73857 5
Manufacturing Plant	Suandy
Import Point	Mexicali (West) / Monterrey (Central/East)
Shelf Life	24 weeks
Coverage	National
Case Count/ Units per Tray	12 units per case/ 90 cases per pallet
Product Dimensions	6.80H X 9.00W X 1.70D

Chocolate Tart-A- Let– Nut fact

Nutrition Facts

24 serving per container

Serving size 1 piece (17g)

Amount per serving

Calories 80

% Daily Value*

Total Fat 3.5g 4%

Saturated Fat 2g 10%

Trans Fat 0g

Polyunsaturated Fat 0g

Monounsaturated Fat 1g

Cholesterol 5mg 2%

Sodium 25mg 1%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 4g

Includes 4g Added Sugars 8%

Protein 1g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0.5mg 2%

Potassium 30mg 0%

Thiamin 0.04mg 4%

Riboflavin 0.03mg 2%

Niacin 0mg 0%

Folate 25mcg DFE 6%
(15mcg folic acid)

Zinc 0.4mg 4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: BLEACHED WHEAT FLOUR, SUGAR, VEGETABLE SHORTENING (PALM AND/OR FRACTIONATED PALM OIL, PALM KERNEL AND/OR FRACTIONATED PALM KERNEL OIL), FILLING (SUGAR, VEGETABLE SHORTENING (PALM AND / OR PALM KERNEL), COCOA (PROCESSED WITH ALKALI), SOY LECITHIN, MILK SOLIDS, ARTIFICIAL FLAVOR), WATER, EGGS, CORNSTARCH, SOY LECITHIN, SALT, SODIUM STEAROYL LACTYLATE, NATURAL & ARTIFICIAL FLAVOR, MONO AND DIGLYCERIDES, POLYGLYCEROL ESTERS OF FATTY ACIDS, WHEY, SODIUM PROPIONATE (PRESERVATIVE), ENRICHMENT (THIAMIN MONONITRATE, RIBOFLAVIN, NIACIN, FOLIC ACID, REDUCED IRON, ZINC OXIDE).
CONTAINS WHEAT, SOY, EGG, MILK. MADE IN A BAKERY THAT MAY ALSO USE PEANUT, TREE NUTS.

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Chocolate Tart-A-Let SS – Nut Facts

BBU Products



Program Details

- Offer:** New Product Launch, New Look
- Dates:** March 18th
- BUs:** ALL BUs
- Accounts:** National distribution, Walmart, Food 4 Less, Kroger, Hispanic Accounts

Display & POS Support

Action	Start	Finish
Go Sell Now	10/19/2023	
POPshop Open Orders	11/16/2023	12/14/2023
POPshop Open Approvals	12/14/2023	12/21/2023
Final Artwork Due	12/14/2023	
Finalized Orders to Submit to Vendor	12/22/2023	
In Sales Center ending:	2/16/2024	
In Market Week:	2/23/2024	



FPO

Goals/KPIs

- Goal:** Fit with the chocolate flavor lovers to drive household penetration within the cookie category with a differentiated cookie type
- KPIs:** 22,000 units per week.



Chocolate Tart-A- Let SS – Sell sheet



Attributes	<ul style="list-style-type: none"> • Marinela is one of the top 10 cookie brands in the US • Tartinas keep growing sales (20% vs LY) • Chocolate is the fastest growing flavor in the past 10 years • Perfectly portioned size for any occasion • Unique offer in the market
Description	Weight: 3.5 oz (100g)
Margin Minder Name	MLA TARTINAS CHOCOLATE 6P
Sell-In Samples	Spring 2024
Launch Date	March 11th, 2024
Package UPC / Oracle	BUSS: 014741 ORACLE: 950234 UPC: 0 74323 73858 2
Manufacturing Plant	Suandy
Import Point	Mexicali (West) / Monterrey (Central/East)
Shelf Life	24 weeks
Coverage	National
Case Count/ Units per Tray	36 units per case / 144 cases per pallet
Product Dimensions	H: 6.89 in D: 1.18 in W: 2.28

Chocolate Tart-A- Let SS – Nut Facts

Nutrition Facts

6 serving per container

Serving size 1 piece (17g)

Amount per serving

Calories 80

% Daily Value*

Total Fat 3.5g 4%

Saturated Fat 2g 10%

Trans Fat 0g

Polyunsaturated Fat 0g

Monounsaturated Fat 1g

Cholesterol 5mg 2%

Sodium 25mg 1%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 4g

Includes 4g Added Sugars 8%

Protein 1g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0.5mg 2%

Potassium 30mg 0%

Thiamin 0.04mg 4%

Riboflavin 0.03mg 2%

Niacin 0mg 0%

Folate 25mcg DFE 6%

(15mcg folic acid)

Zinc 0.4mg 4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: BLEACHED WHEAT FLOUR, SUGAR, VEGETABLE SHORTENING (PALM AND/OR FRACTIONATED PALM OIL, PALM KERNEL AND/OR FRACTIONATED PALM KERNEL OIL), FILLING (SUGAR, VEGETABLE SHORTENING (PALM AND / OR PALM KERNEL), COCOA (PROCESSED WITH ALKALI), SOY LECITHIN, MILK SOLIDS, ARTIFICIAL FLAVOR), WATER, EGGS, CORNSTARCH, SOY LECITHIN, SALT, SODIUM STEAROYL LACTYLATE, NATURAL & ARTIFICIAL FLAVOR, MONO AND DIGLYCERIDES, POLYGLYCEROL ESTERS OF FATTY ACIDS, WHEY, SODIUM PROPIONATE (PRESERVATIVE), ENRICHMENT (THIAMIN MONONITRATE, RIBOFLAVIN, NIACIN, FOLIC ACID, REDUCED IRON, ZINC OXIDE).
CONTAINS WHEAT, SOY, EGG, MILK. MADE IN A BAKERY THAT MAY ALSO USE PEANUT, TREE NUTS.

Marinela[®]

Chocolate Tart-A-Let SS – Nut Facts

BBU Products



Program Details

Offer: New Product Launch, New Look

Dates: March 18th

BUs: ALL BUs

Accounts: National distribution

Display & POS Support



FPO

Action	Start	Finish
Go Sell Now	10/19/2023	
POPshop Open Orders	11/16/2023	12/14/2023
POPshop Open Approvals	12/14/2023	12/21/2023
Final Artwork Due	12/14/2023	
Finalized Orders to Submit to Vendor	12/22/2023	
In Sales Center ending:	2/16/2024	
In Market Week:	2/23/2024	

Goals/KPIs

Goal: Fit with the chocolate flavor lovers to drive household penetration within the cookie category with a differentiated cookie type

KPIs: 25,000 units per week.



Chocolate Tart-A-Let

Objective: Fit with the chocolate flavor lovers to drive household penetration within the cookie category with a differentiated cookie type



Right Product

Tartinas kept growing in the past 5 years



Distribution

- National
- Walmart, Kroger.
- Independents
- Hispanic accounts
- C-stores
- Benchmark should be Principe Chocolate



Visibility

- Dedicated POS
- Try me set on displays



Media

- Social media



Price

- Aligned to current price list



Trial

- In line to Bistro tour master schedule



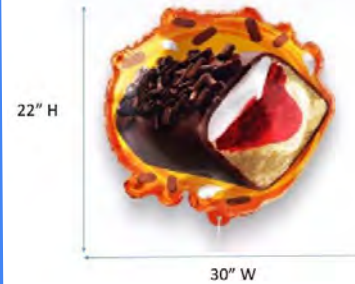
Barritas Pre Pack Display

Description	3 rows 3 fronts and 5 packages deep to have 45 units per display Barritas Strawberry: 30 units Barritas Pineapple: 15 units
Margin Miner	MLA BARRITAS 45 PPS
Launch Date	February 2024
Package UPC / Oracle	ALL EXCEPT CALIFORNIA: FG Oracle: 927685 BUSS: 13586 CALIFORNIA : FG Oracle: 927686 BUSS: 13587
Manufacturing Plant	Marinela Mexicali
Shelf Life	24 weeks
Coverage	National
Case Count/ Units per Tray	45 units per prepacks / 15 prepacks per pallet



Holiday and Seasonal POS

Objective: Engage with all consumers through shared holidays. Increase presence in mainstream spaces utilizing favorite holidays and traditions.



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Holiday POS – Valentine's/ St. Patrick's Day

BBU Products



Display & POS Support

2024 Marinela Valentine's and St.Patrick's Day		
Action	Start	Finish
Go Sell Now	8/18/2023	
POPshop Open Orders	10/5/2023	10/19/2023
POPshop Open Approvals	10/19/2023	10/26/2023
Final Artwork Due	10/19/2023	
Finalized Orders to Submit to Vendor	10/27/2023	
In Sales Center ending:	12/15/2023	
In Market Week:	1/1/2024	



Program Details

Offer:	Seasonal support
Dates:	January 1, 2024 – March 17, 2024
BUs:	All BUs
Accounts:	All Accounts

Goals/KPIs

Goal:

- Bring awareness to the Marinela brand through spring holiday support
- Draw new consumers to the brand through familiar holiday themes

KPIs:

- Sales lift for items per store
- Increase reach, trial, first purchase

Holiday POS – Easter

BBU Products



Display & POS Support

2024 Marinela Easter		
Action	Start	Finish
Go Sell Now	10/19/2023	
POPshop Open Orders	11/16/2023	12/14/2023
POPshop Open Approvals	12/14/2023	12/21/2023
Final Artwork Due	12/14/2023	
Finalized Orders to Submit to Vendor	12/22/2023	
In Sales Center ending:	2/16/2024	
In Market Week:	2/23/2024	



Program Details

Offer:	Seasonal support
Dates:	February 23, 2024 – March 31, 2024
BUs:	All BUs
Accounts:	All Accounts

Goals/KPIs

Goal:	<ul style="list-style-type: none"> Bring awareness to the Marinela brand through spring holiday support Draw new consumers to the brand through familiar holiday themes
KPIs:	<ul style="list-style-type: none"> Sales lift for items per store Increase reach, trial, first purchase



Holiday POS – Mother's Day

BBU Products



Display & POS Support

2024 Marinela Mother's Day		
Action	Start	Finish
Go Sell Now	12/1/2023	
POPshop Open Orders	1/25/2024	2/8/2024
POPshop Open Approvals	2/8/2024	2/15/2024
Final Artwork Due	2/8/2024	
Finalized Orders to Submit to Vendor	2/16/2024	
In Sales Center ending:	3/29/2024	
In Market Week:	4/8/2024	



Program Details

Offer:	Seasonal support
Dates:	April 18, 2024 – May 13, 2024
BUs:	All BUs
Accounts:	All Accounts

Goals/KPIs

Goal:

- Bring awareness to the Marinela brand through spring holiday support
- Draw new consumers to the brand through familiar holiday themes

KPIs:

- Sales lift for items per store
- Increase reach, trial, first purchase

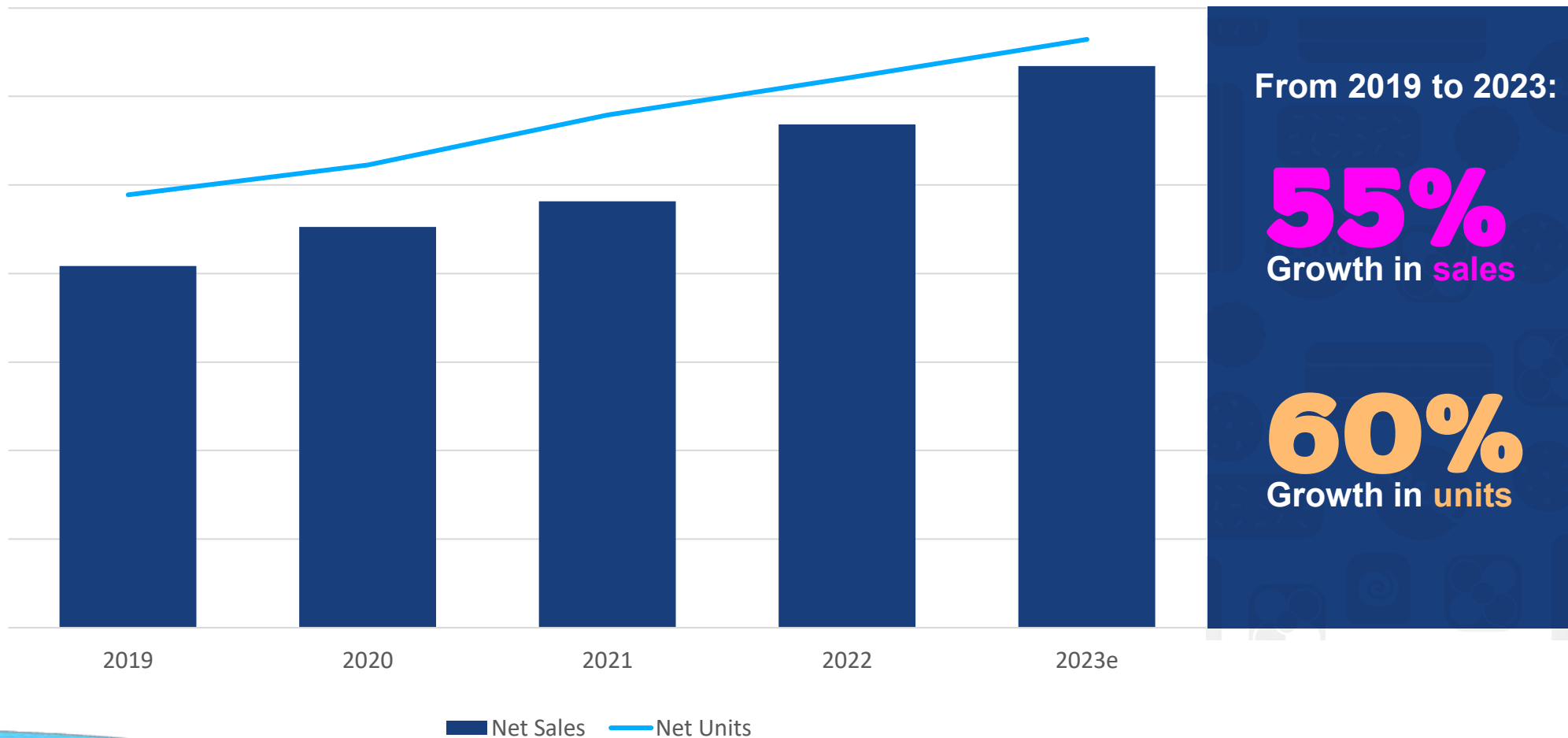


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Marinela Expansion



5 years of consistent growth. Opportunity to accelerate growth.



Mainstream Strategy poised for 103% Growth in 3 Years

1. Recruit NEW Consumers:

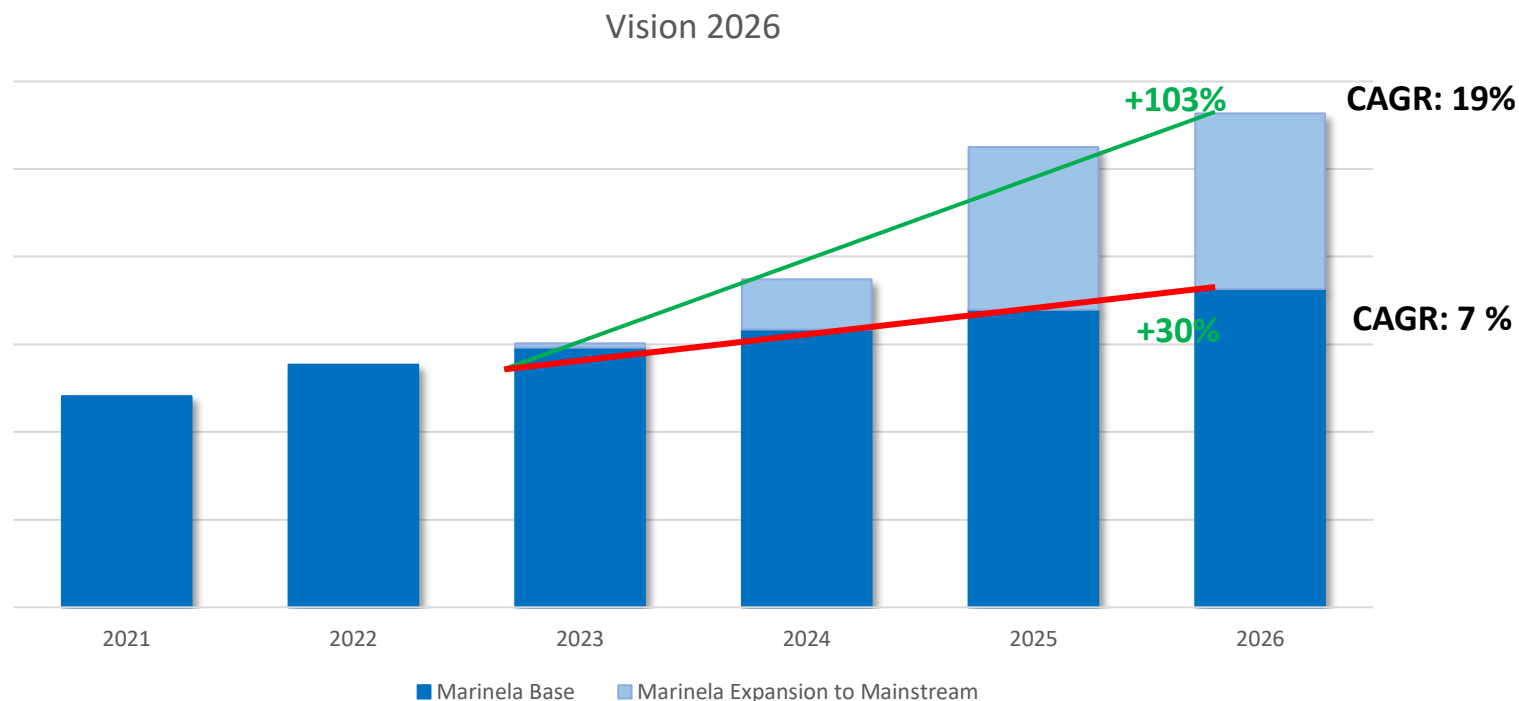
Expand the brand to gen-pop with deep consumer understanding.

2. Innovative Portfolio with right price:

Focus on innovation to grow gen-pop target

3. Distribution & Penetration:

Expand distribution in convenience and large format





PHASE 1

Exploratory Research

Do we have...

- The right to win the non-Hispanic consumer
- The right products
- The right packaging
- The right the names



Do we have the right to win with Non-Hispanics?

Answer: **Yes!**

Research shows Gen Pop Moms see Marinela as “for them”, they enjoy cookies/cakes and thought about them as elevated or premium.

Do we have the right products?

Answer: **On our way!**

We sent our products (without packaging) to non-Hispanic consumers, like Gansitos, Canelitas and Subamarinos, and asked them to rank how appealing they were, based on this we select the correct portfolio to launch

Do we have the right packaging?

Answer: **Yes, with optimization.**

After evaluating current assets, there are opportunities:

- Elevate & modernize our current packaging design
- Brandmark to connect with our consumer targets and compete with snack brands perceived as premium like Pepperidge Farm, Royal Dansk and Entenmann's.



Do we have the right names?

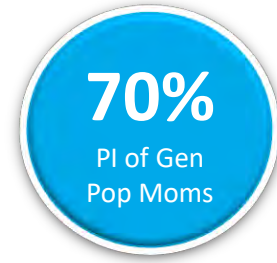
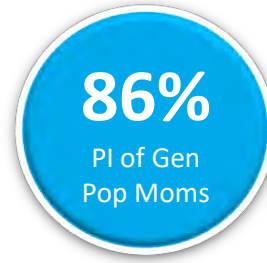
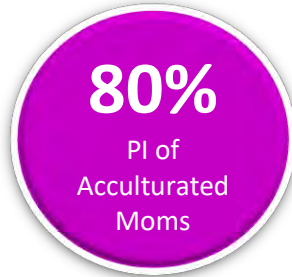
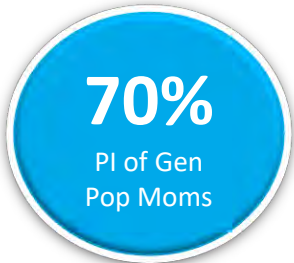
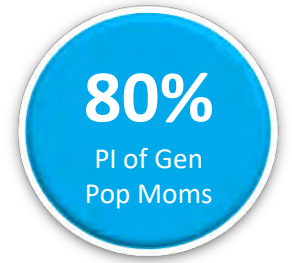
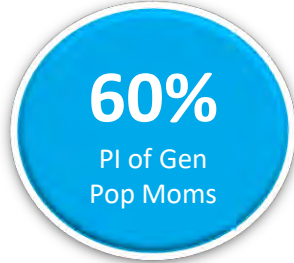
Answer: **We're evolving!**

Some of our names and packaging designs were perceived as different or international by consumers. This was neutral or positive, and sometimes perceived as negative, hard to remember, or that the product was "not intended for them." So we need to evolve our names and packaging architecture



Purchase Intent for top Products

Right Product



Source: Kaleidoscope Research – Marinela brand immersion 2022- Research with naked product

3 CAKES



Gansitos



Submarinos



Pinguinos- For Expansion

7 COOKIES



Canelitas



Principe



Tartinas



Pastitas
For Expansion



Pastisetas



Caribeñas



Trikis-
For Expansion

Market Test Plan

2 Cakes | 5 Cookies

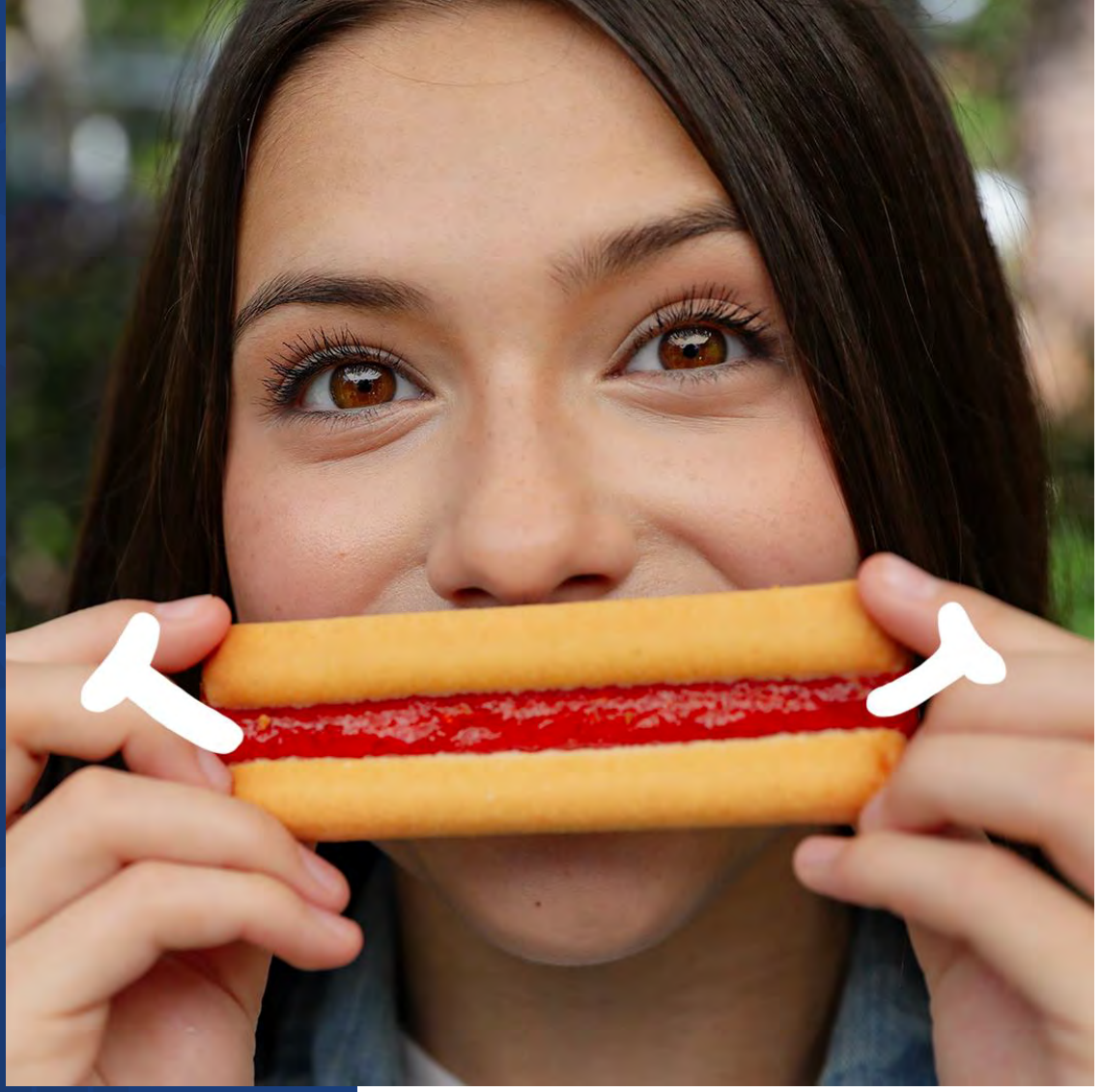
After research there were 10 winning products for our phase one launch.

“Lighter,” “not overly sweet” baked goods were most appealing to moms for themselves and their children because they would not feel “guilty” about serving them.

We can meet this need by leading with cookies and a few of our top performing cakes.

PHASE 2

Packaging Changes



Existing Packaging Optimization

MASTERBRAND

Consistent location on family of brands

COLOR

Keeping brand recognizable colors but making less bright for elevated brand perception



SUBBRAND

Retaining shapes and colors for brand recognition then evolve to a unified master brand

IMAGERY

Create appetite appeal with more dynamic angles and realistic elements like crumbs

CHARACTERS

Removing characters to appeal to a wider audience

Per 1 piece serving

200 CALORIES	6g SAT FAT 90%DV	80mg SODIUM 3%DV	24g TOTAL SUGARS
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KEY LEARNINGS

- Spanish to English names for some products
- Larger product descriptions
- Enhance product visual
- Clear information on packaging
- Bright, “vibrant” colors stood out in shelf sets and were looked upon favorably.
- Unique product interpretations favored well in the portfolio vs. having a consistent branded look across the line.



Our naming approach.

Research shows some names need to be changed, and have a modern design package update that gives an elevated brand-feel that consumers are looking for, with an international flair.

Old



NEW!



New packaging design will bring younger Consumers to the franchise

FRESH DESIGNS





Renders of Market Test



FRESH DESIGNS

Marinela[®]

**NEW LOOK
SAME GREAT TASTE**



**Cookies & Cakes
YOU LOVE**
The best stuff's **INSIDE**

**LET'S GROW
THE BUSINESS
TOGETHER!**

**Nov.
13th
2023**

Marinela is going Mainstream!

Goal for the Carolinas Market Test: Understand the success of this new packaging with the mainstream consumer

Opportunity
103%
Growth in sales
By expanding distribution and recruit new consumers in the next 3 years

Do we have the right to win with Non-Hispanics?

Answer: **Yes!**

Research shows Gen Pop Moms see Marinela as “for them”, they enjoy cookies/cakes and thought about them as elevated or premium.

Market Test Plan

2 Cakes | 5 Cookies

After research there were 10 winning products for our phase one launch.

“Lighter,” “not overly sweet” baked goods were most appealing to moms for themselves and their children because they would not feel “guilty” about serving them.

We can meet this need by leading with cookies and a few of our top performing cakes.

Support



Product

BUSS	ORACLE	SHORT NAME (MM-DW)
14628	950238	TP SUBMARINES 8P
14629	950239	TP SUBMARINES 2P
14630	950240	TP CINNAS 8P
14631	950241	TP BUTTER CROWNS
14632	950242	TP CROWNS BX 8P
14633	950243	TP HAWAIN DRM 8P
14634	950244	TP TART A LET 8P
14635	950245	TP GANSITOS 2P
14636	950246	TP GANSITOS 8P
14637	950247	TP CINNAS 25P
14638	950248	TP HAWAIN DRM 2P
14639	950249	TP CROWNS SS 8P



Renders for Expansion- Cookies in Grocery

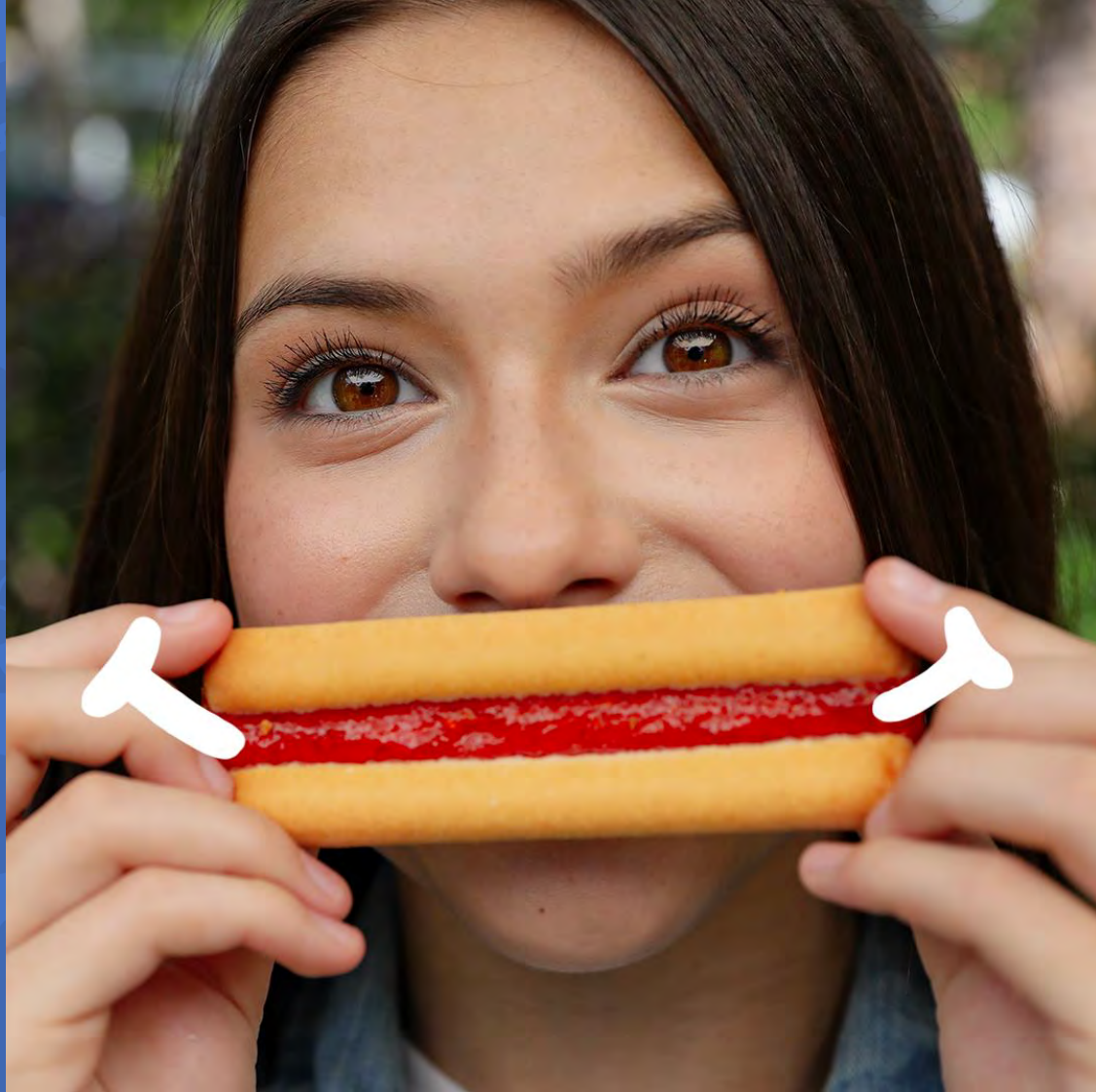
FRESH DESIGNS





PHASE 2

Market Test

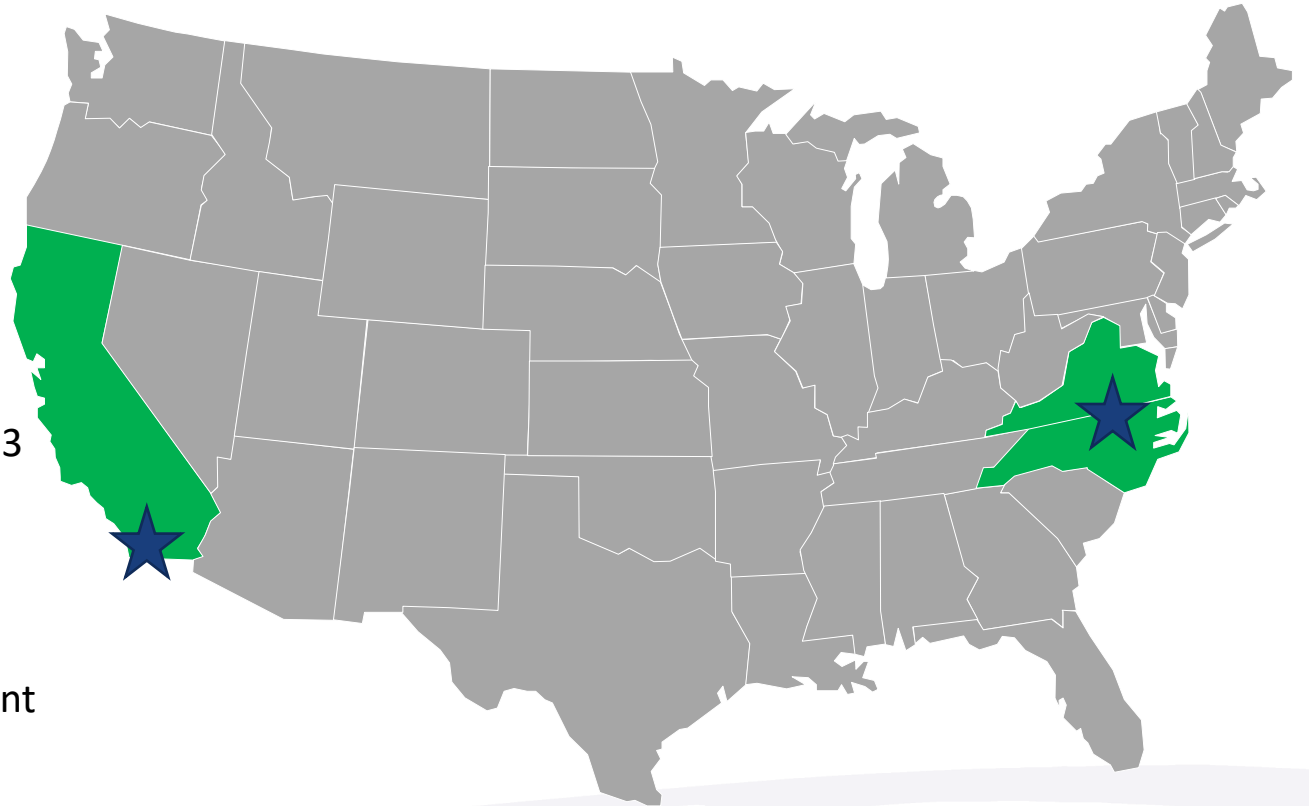


Carolinas: Expansion is expected to understand the success of this new packaging with the mainstream consumer

Anaheim: Core stores and markets is expected to understand current consumer behavior towards the new packaging

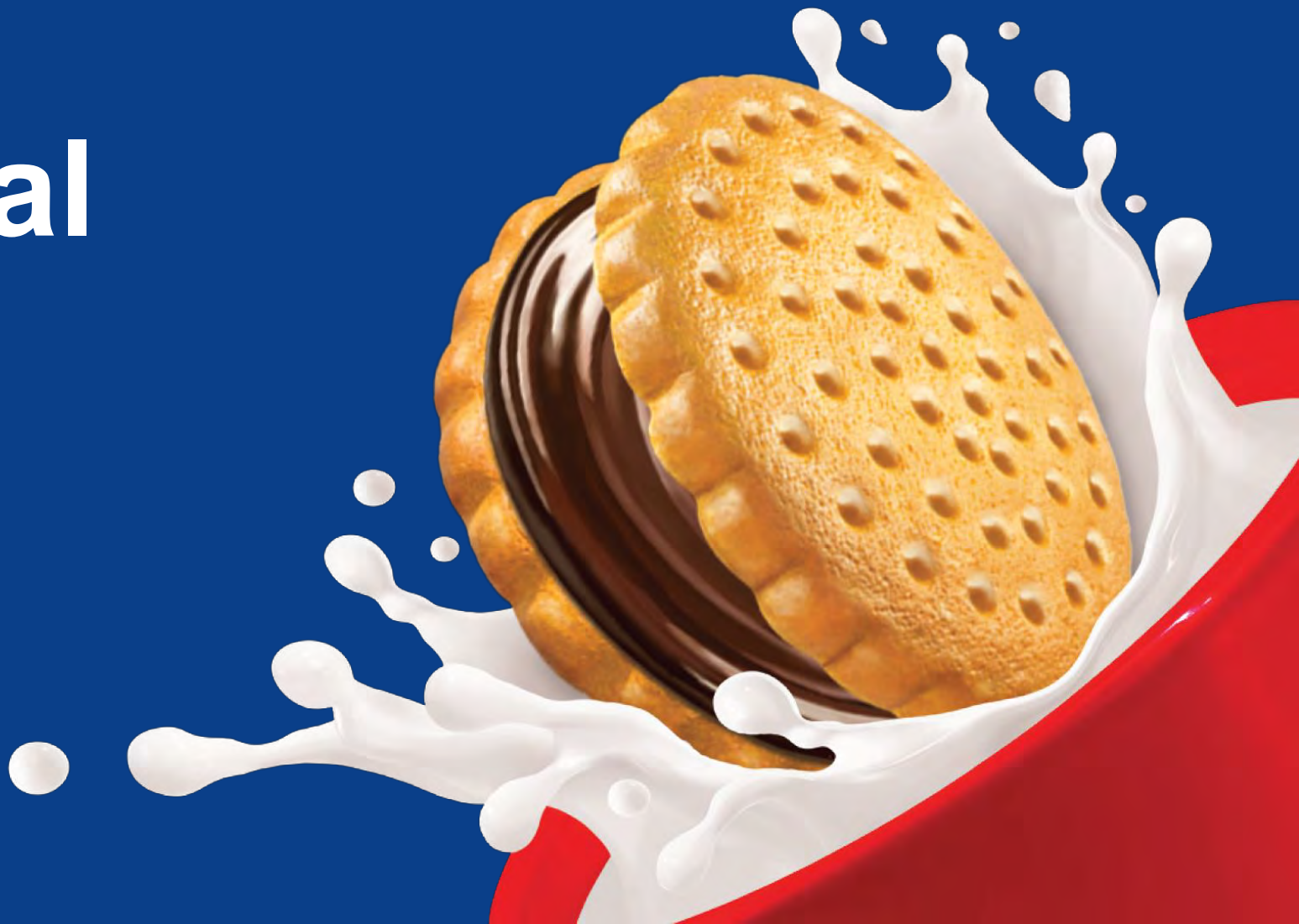
First Wave

- Dates: Starting Mid November 2023 for 3 months
- Markets:
 - Anaheim, CA- Current stores and accounts
 - North and South Carolinas – Current stores plus possible expansion in Publix and Food Lion



Promotional Support

Market Test



5 Cookies

Ideal expansion shelf space is to have 2 ft space next to current mainstream cookies them.

POS Support

Clip Hutch 26"



Weekender 12"





Promotional Support for Grocery

\$3.33 List - \$4.39 SRP

Trimester Blended Realization Target = \$2.67



PROMO STRATEGY

Intro Price Point - \$3.49

Display promos at 2/\$7

IDEAL Trial Vehicle is Singles Display near Check-out 4/\$5

Distribution

Food Accounts – Ideally Cookie Aisle or SBG Section in-line

ACV TARGET

40% ACV within first 4 weeks
70% ACV within first 12 weeks

PROMO STRATEGY

FREQUENCY – 2 weeks on, 1 week off
Keep focus on item (promote multiples when on stand-alone display or endcap)

NO promos week of Thanksgiving, Christmas or New Years (EXCEPT tpr tag of \$3.99 to keep display up, if necessary)

KEY FACTS

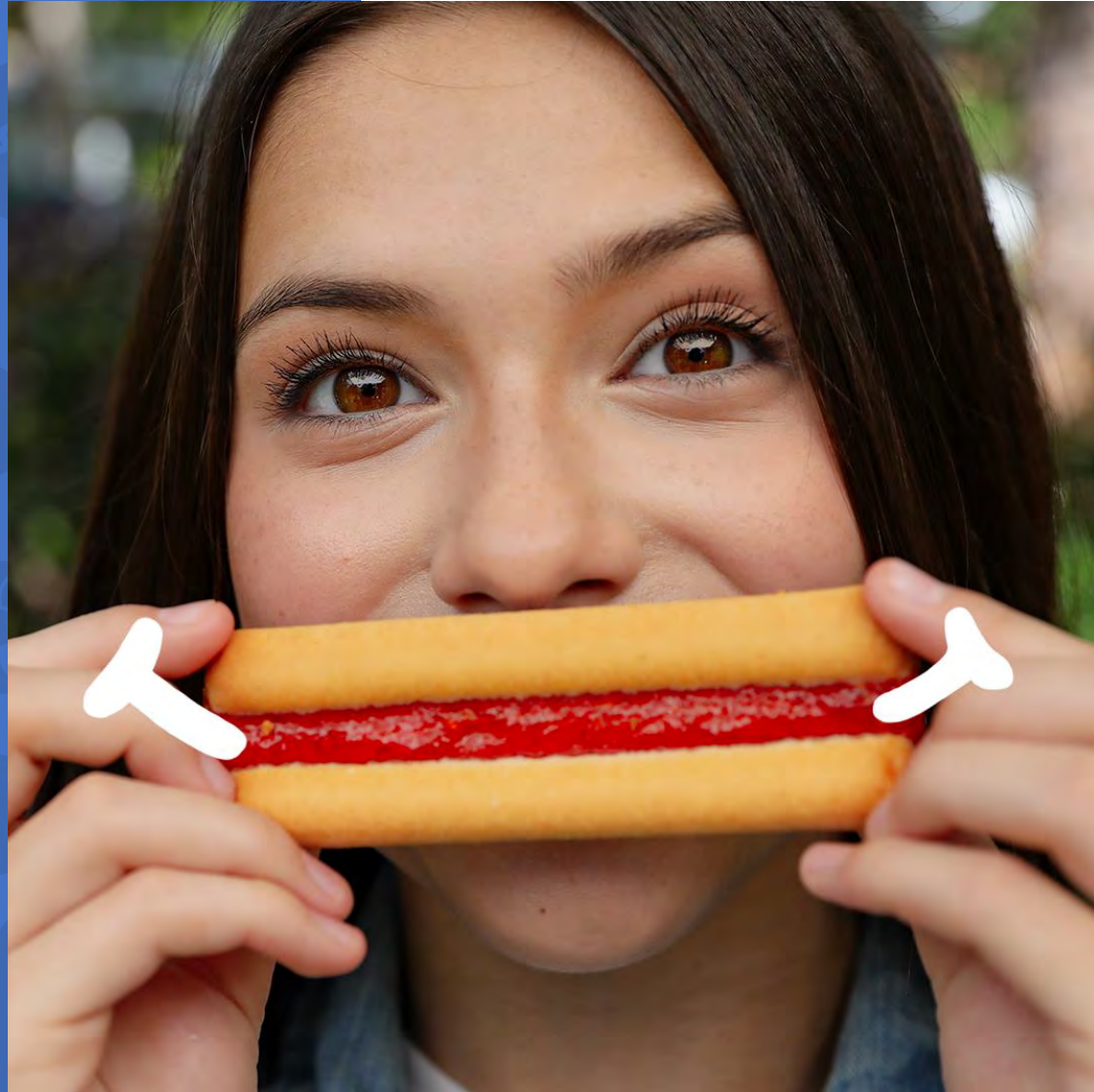
- Generate trial
- Always in promo price to maintain display presence during test.





PHASE 3- 2024 Plan

Expansion and Format Changes
And New Items



Packaging
Architecture will
change nationwide
in all products
during Q2-2024



3-Year Expansion Plan

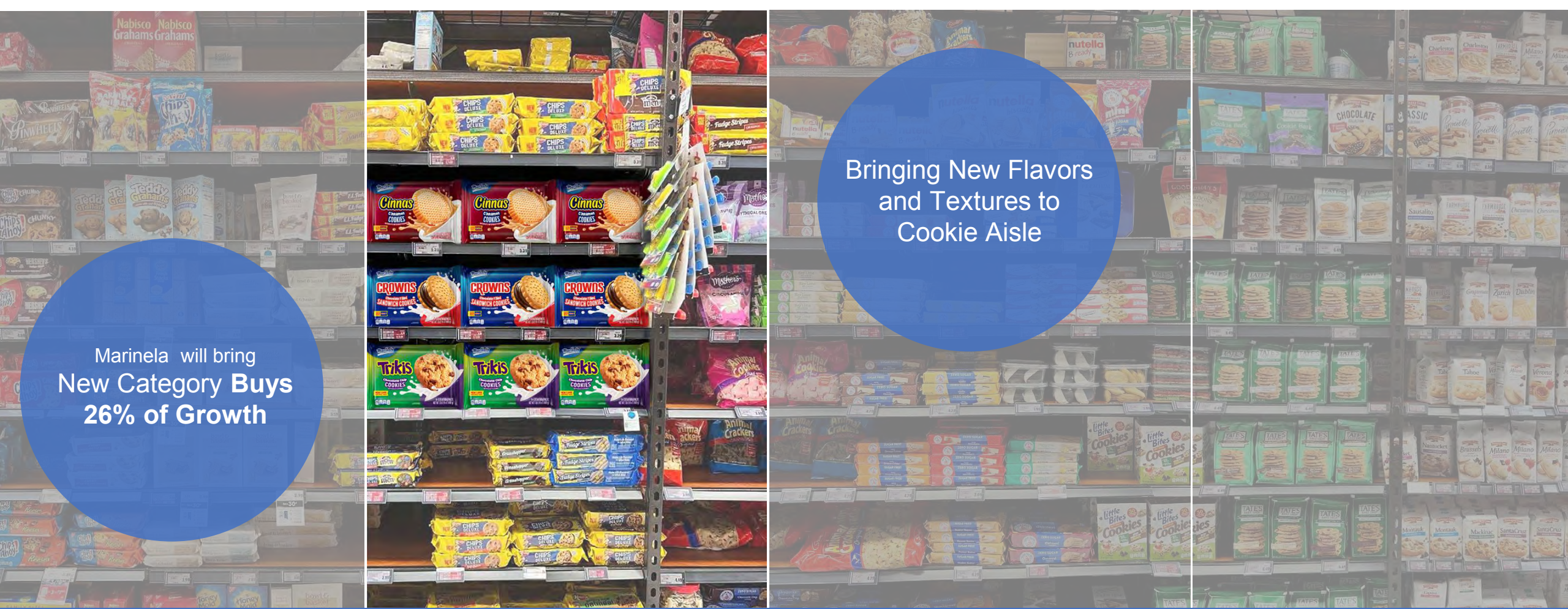
The Re-launch divided into 3 phases for resource efficiency and stronger media flights:

- 1. East Launch (Year 1- 2024)**
- 2. Central Launch (Year 2- 2025)**
- 3. West Launch (Year 3- 2026)**

Expansion will have marketing support



Belong in the Cookie Aisle



Marinela will bring
New Category Buys
26% of Growth

Bringing New Flavors
and Textures to
Cookie Aisle

Location is the most important factor of success, and that is why Marinela will bring the correct formats to belong, including unique variety of flavors and textures



Resealable Multiserve with new design will bring excitement to the category

FRESH APPROACH



Marinela Marketing Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Big Bet Activations

Long Term Brand Building

Short Term Brand Building

Reactive Communication



Marinela The Best Stuff's Inside



Valentine's Day

Mothers Day & 5 de Mayo

Feed your Drams & Olympics



Back to School & Hispanic Heritage Month

Halloween

EOY

Support: Social (Facebook, Instagram, Tik tok, Snapchat) , OLV



Marinela®

The best stuff's inside.

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