

Little Bites®

2024-2025 Sweet Snacking Growth Opportunities



Limited Edition & Seasonal Flavors in 2024

Little Bites will continue to introduce fun, taste-first and limited-edition Little Bites snack flavors that drive awareness, brand love, trial, and ultimately HHP.



Cinnamon Bun

72030-02379

w/o 11/12/23 – w/o 3/17/24 BBU Week 46 – Week 12



- 24

FPO

Toast-Yay!

Girl Scout Cookies

72030-02515

w/o 3/24/24 – w/o 7/28/24 BBU Week 13 – Week 31



Pumpkin

72030-02200

w/o 8/4/24 – w/o 10/27/24 BBU Week 32 – Week 44



Hot Chocolate

72030-02517

w/o 11/3/24 – w/o 3/16/25 BBU Week 45 – Week 12



Girl Scouts x Little Bites Product Collaboration Launching in April

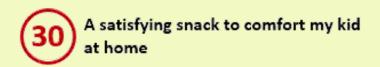
Description:

Leverage Girl Scouts partnership in a seasonal Little Bites variety inspired by the Girl Scouts Toast-Yay! French Toast cookies and made with real ingredients like maple syrup and cinnamon.

Strategy:

- Among 600 respondents: 83% said that the Girl Scout Cookie inspired flavor fits well or very well with Little Bites which is 4pp above the 79% average.
- Among five other potential Girl Scout flavors, the Toast-Yay! flavor was a secondary performer after Adventurefuls (which was not as popular with kids on taste due to the more adult brownie sea salt flavor profile)
- 80% of respondents showed purchase intent, 77% found the product appealing and 85% found the product unique.

Consumer Micro-Occasion:









10 Count Varieties Available For Value-Seeking Shoppers

Provides an offering to consumers looking for more value but Little Bites brand equity and quality.

Transitioning graphics starting in April 2024 to reflect the below to more prominently call out value messaging.









Chocolate Chip 10 ct 72030-02111

Party Cake 10 ct 72030-02404

Blueberry 10 ct

Fudge Brownie 10 ct

NEW VARIETY FOR 2024



Single Serve for Immediate Consumption

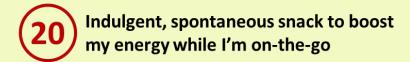
Description:

The Little Bites Single Serves solve for consumer *immediate* consumption (vs pantry stocking) as well as right-size for small format opportunities and front end.

Strategy:

- Top two (2) flavors available in single pouch format
- Bulk packing at bakery (60ct) for merchandising in store
- Pre-formed, custom display for impulse purchase by register
- Allows for expansion into different channels and areas of the store

Consumer Micro-Occasion:







Lower Sugar Little Bites To Cater To "Sugar-Sensitive" Parents and Adults

Description:

2-SKU lower sugar mini muffin sub-line with **40-55% less sugar** and additional functional benefits like **hidden veggies**.

Strategy:

- Almost most half of caregivers (47%) say children's snacks are too high in sugar (top answer)
- Removes barrier for current non-Little Bites and -SBG purchasers who may not purchase due to the products being too high in sugar
- Gives current users of the brand a reason to buy more often given better-for-you halo
- Allows for a balance of taste & health through real ingredients and other benefits
- Adult snackers are also looking for healthier options (like reduced sugar)

Consumer Micro-Occasion:



Great-tasting, stealth nutrition, snack for my kid at school

It's **delicious** and makes me want to eat all of them while my kids are at school.

- Mom of 8-year-old

*Little Bites is always taste first



91% top 2 box for purchase intent based on the concept description alone.

I like that the **sugar is low** and that it would be a **healthy option** for a snack.

- Mom of 8-year-old





Available Starting in April 2024



Little Bites 2024 Calendar

