



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



Toast-Yay!

Girl Scout Cookies

72030-02515

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

FPO



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

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:

30 A satisfying snack to comfort my kid at home

Entenmann's **Little Bites** X girl scouts 





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
72030-02504



Fudge Brownie 10 ct
72030-02517

**NEW VARIETY
FOR 2024**

***NOTE: MASS AND GROCERY CUSTOMERS ONLY**

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:

20 Indulgent, spontaneous snack to boost my energy while I'm on-the-go



**Testing in 2023.
Plans To Expand in 2024.**

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:

29 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

96% top 2 box for liking the products based on the concept description alone.

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

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Paid Media	Social Media (FB/IG, TikTok) OTT, OLV Search YouTube											
Consumer Big Bets	<div style="border: 2px solid #FF69B4; padding: 5px; text-align: center;">LEARNING LAB</div> <div style="border: 1px solid #0070C0; padding: 10px; margin-top: 10px;"> Celebrating little moments that feel really big! </div>											
Shopper POS	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid #0070C0; padding: 5px;">Return to Learn</div> <div style="border: 1px solid #0070C0; padding: 5px;">Return to Learn</div> <div style="border: 1px solid #0070C0; padding: 5px;">Back to School</div> <div style="border: 1px solid #0070C0; padding: 5px;">Halloween – Harvest – Holiday</div> </div>											
Omni Big Bets	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid #0070C0; padding: 5px;">Return to Learn</div> <div style="border: 1px solid #0070C0; padding: 5px;">Camp Little Bites</div> <div style="border: 1px solid #0070C0; padding: 5px;">Back to School</div> </div>											
Merchandising	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid #0070C0; padding: 5px;">Valentine's</div> <div style="border: 1px solid #0070C0; padding: 5px;">Summer Holidays</div> <div style="border: 1px solid #0070C0; padding: 5px;">Back to School</div> <div style="border: 1px solid #0070C0; padding: 5px;">Halloween</div> </div>											
Limited Edition	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid #0070C0; padding: 5px;">Cinn Bun</div> <div style="border: 1px solid #0070C0; padding: 5px;">GSC Toast-Yay! (French Toast)</div> <div style="border: 1px solid #0070C0; padding: 5px;">Pumpkin</div> <div style="border: 1px solid #0070C0; padding: 5px;">Hot Choc</div> </div>											
Innovation												