



Entenmann's[®]



2024 In Market Support
New Products / Merchandising



Entenmann's Focus on Snacking Occasions

Key Lifestyle Across the US

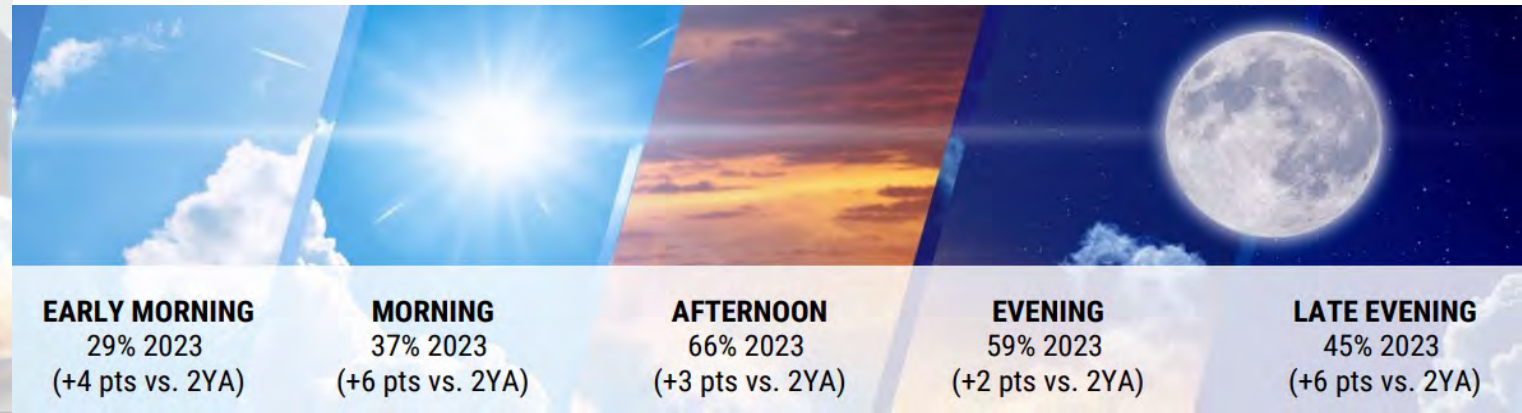


49% of consumers snack 3+ snacks per day; +4pts in 2 years, which equals +8%

Although younger generations have fueled the snacking lifestyle in the US, they also influenced other generations into snacking 3+ snacks per day:

18-24	58% of US Consumers
25-34	68%
35-44	60%
45-54	43%
55-64	38%
65+	24%

For those that snack 3+ days/every day, morning and late evening are the largest growth occasions



Entenmann's Donut Cakes

Expanding Donut Snacking



Launched October 2023 (East),
expanding April 2024



- “Donut Cakes” are a **snack cake-type** product in the shape of a donut.
- They are **baked**, not fried!
- Have **longer shelf life** than fried donuts, and are **individually wrapped**.
- Ability to offer **inclusions** not currently available in traditional fried donuts.
- Opportunity** for Entenmann's to fill a **category void for full-sized individually wrapped donuts** and launch a **portioned, portable** product that is **indulgent**.



Introducing

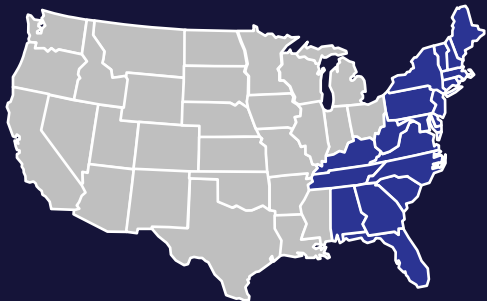
Entenmann's[®]

Brownie Drizzle Drops

**Perfectly-portioned
treasures!**

Decadent, bite-sized brownies with an indulgent silky center, drizzled with rich chocolate for a lavish taste experience.

**Launching in
East BU**

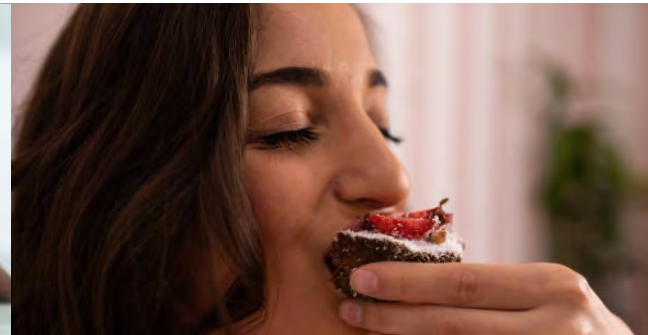


CREAMY CARAMEL



TRIPLE CHOCOLATE

- **Tap into “Me-Moments” & Solo Occasions**
 - ~70% of SBG occasions are eaten alone. However, most BBU SBGs are eaten with others.
- **Focus on recruiting new consumers, especially younger households**
 - *Only 16% of the SBG category is under 25 YO.*
- **Reinforce presence into afternoon & evening**
 - *80% of BBU SBGs are consumed in the evening or afternoon.*
- **Premium-ize the category by elevating me-time to a moment of bliss**
 - *Only 21% of the SBG Category is considered premium*



Entenmann's Brownie Drizzle Drops

Demand for Indulgent Treats

Who are They?



Convenience Seeking Jugglers
(A25-44 & kids, 29% of SBG Consumers)

- Purchases are driven by taste and quality of product
- Nearly ¾ are willing to pay more for premium, satisfying items.

The Opportunity

- **Grow Household Penetration by converting** those who purchase within other categories that focus on quality, variety, taste and freshness

How to Reach Them

- **Right Message, Right Media Channels:** Deliver relevant, targeted messaging through digital & social media

Ladder up to Entenmann's brand positioning, **"Sweeten Moments That Matter"**
Focus on shared experiences - easy to share, variety that is pleasing to everyone, bonding

Uplifting treats

Mini-meals that require little or no preparation, whose primary goal is to **satisfy cravings of indulgence-seeking consumers, while boosting their energy levels**

These consumers seek to satiate a **wide variety of 'indulgence types'** from a sweet or savory craving, to a more extreme sensorial experience

DISRUPTION TRENDS



Demand for convenience and seamlessness



Convenience through Snackification

BENEFITS



Indulging



Satiating



Energizing



Convenient

TOP ATTRIBUTES

Mess Free/Easy to Eat

Lifts My Mood

Easy to Cook/Prepare

Flavor is irresistible and Unique



Indulging



Satiating



Convenient

Entenmann's

Win with a Leading Snacking Portfolio

Solutions for the entire Family across all Dayparts



Entenmann's

Win with Strong Merchandising Opportunities

Execution to capture Impulse purchases



Pound & Berries Shopper Program

27th Year of Winning the Season

2024 Program

- Drive Secondary Display Execution
- Leverage IRC Support – Tie-Ins
- Omnichannel Programming
- Social and Website/Newsletter

2023 Results
Display Orders
+230%



Available: Nationally
March-May 2024

2024

Seasonal Packaging

2024 Holiday / Seasonal Program

Rotation of Packaging Graphics and new items through the year

Valentine's Day

Jan 15 – Feb 18
(weeks 3 – 7)



Spring

Mar 15 – May 5
(weeks 12 – 18)



Patriotic

May 20 – July 7
(weeks 21 – 27)



Back To School

July 22 – Sep 1
(weeks 30 – 35)



Harvest

Aug 26 – Nov 24
(weeks 31 – 47)



Winter

Nov 25 – Dec 29
(weeks 48 - 52)



Valentine's Day 2024



72030-00360
Sprinkled Cookies



72030-00822
Dipped Sprinkled
Cookies



72030-00070
Fudge Iced Golden
Cake



72030-00074
Marshmallow Devil's Food
Cake



72030-02194
Baker's Delights Party
Crème Filled Cupcakes



72030-00161
Glazed Pop'ems Donut
Holes



72030-00161
Frosted Pop'ems
Donut Holes



72030-02164
Cinnamon Pop'ems
Donut Holes



72030-02164
Cinnamon Pop'ems
Donut Holes



72030-02164
Frosted Pop'ems
Donut Holes

In Market w/o 1/15 – 2/18 (5 weeks)

Spring 2024



72030-00822
Sprinkled Cookies



72030-00360
Dipped Sprinkled
Cookies



72030-00070
Fudge Iced Golden Cake



72030-00074
Marshmallow Devil's Food
Cake



72030-000198
Hot Cross Buns



72030-02194
Baker's Delights Party
Crème Filled Cupcakes



72030-00161
Glazed Pop'ems Donut
Holes



72030-00161
Frosted Pop'ems
Donut Holes



72030-02164
Cinnamon Pop'ems
Donut Holes



72030-02164
Cinnamon Pop'ems
Donut Holes



72030-02164
Frosted Pop'ems
Donut Holes

In Market w/o 3/18 – 5/5 (7 weeks)

Patriotic 2024



72030-00822
Sprinkled Cookies



72030-00360
Dipped Sprinkled
Cookies



72030-00070
Fudge Iced Golden Cake



72030-00074
Marshmallow Devil's Food
Iced Cake



72030-02194
Baker's Delights Party
Crème Filled Cupcakes



72030-00161
Glazed Pop'ems Donut
Holes



72030-00161
Frosted Pop'ems
Donut Holes



72030-02164
Cinnamon Pop'ettes
Donut Holes



72030-02164
Cinnamon Pop'ettes
Donut Holes



72030-02164
Frosted Pop'ettes
Donut Holes

In Market w/o 5/20 – 7/7 (7 weeks)

The image features a solid blue background. Scattered across the surface are approximately 12 white, ring-shaped donuts. Some donuts are whole, while others are partially eaten, showing a yellow filling. The donuts are arranged in a way that frames the central text. The text 'Thanks!' is written in a large, white, bold, sans-serif font, centered horizontally and slightly above the vertical middle of the image. The exclamation point is notably large and stylized. The lighting creates soft shadows for both the donuts and the text on the blue surface.

Thanks!