

# Bimbo SBC

Jan 2024



**BIMBO**<sup>®</sup>



**NEW!**

**BIMBO®**

**OSITO  
PawS**



# • New Product Launch: Bimbo Osito Paws



- **Differentiated** innovation item in the cookie category
- Will provide consumers with a **value priced high-quality** cookie in the international aisle
- **Strategic pricing** offers opportunity for trade promotions
- Launching in **February 2024** in the small format channel
- Eye catching POS will draw consumer attention to the product in key points of interruption – **clip strips and ready to display cartons**



GOOOOL

GOOOOL



# LA COPA DE TODOS



**BE A CHAMPION**  
ON AND OFF THE PITCH!

**AND WIN EXCLUSIVE MERCH!**

**RICARDO PEPI & SANTI GIMÉNEZ**

# • Consumer Program: La Copa de Todos



- The next **soccer World Cup** will be coming to the US, giving Bimbo the opportunity to tap into **Hispanic consumer passion** for the sport
- Consumer program “La Copa de Todos” or Everyone’s Cup will relate to Hispanic consumers
- Program will feature relatable international soccer athletes:
  - **Ricardo Pepi** – an acculturated Hispanic, born of Mexican parents in the US and plays for Team USA
  - **Santi Gimenez** – an unacculturated Hispanic, born in Argentina and plays for Team Mexico
- Prizes include tickets to games, jerseys, and other soccer themed gifts, entry accessible via QR codes on packaging and POS



**BIMBO**<sup>®</sup>

THIS STRAWBERRY SEASON

GET ✦  
*Berry*  
✦ HAPPY!

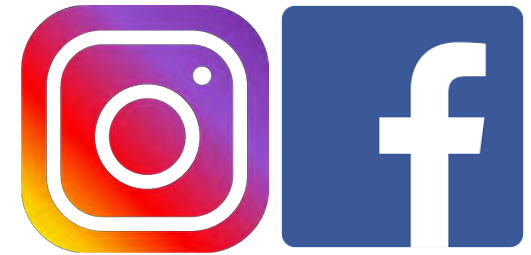


# • Consumer Program: Strawberry Season



- Leverage Strawberry season increased consumption with Bimbo SBG Products to generate sales during seasonality
- Associate Bimbo Panque Line with strawberry flavor
- Leverage increased consumption of strawberries with Bimbo SBG Panque line during strawberry season
- Drive incremental sales and volume for Bimbo SBG Panque Line

March 11<sup>th</sup>, 2024 – April 7<sup>th</sup>, 2024



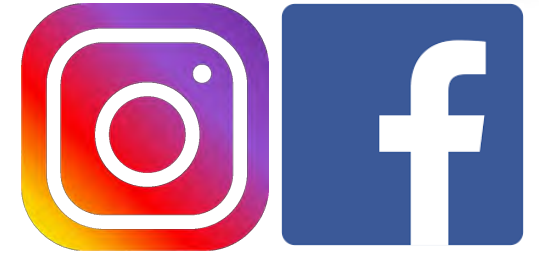
*celebrate your*  
**HERITAGE**

**BIMBO**<sup>®</sup>











# • Consumer Program: Heritage Month



- Leverage the seasonality among Hispanics with the relevance of our brand
- Place additional displays in strategic locations in our retailers
- Leverage the seasonality among Hispanics with the relevance of our brand
- Drive incremental sales and volume for Bimbo SBG
- March 25<sup>th</sup>, 2024 – May 12<sup>th</sup>, 2024 (7-week program)



# 2024 Marketing Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
New Items												
Marketing Activation / Seasonals					<div data-bbox="708 678 955 1078"> <p><b>Panques Season</b></p>  <p>Display Program</p> </div>	<div data-bbox="980 678 1223 1078"> <p><b>5 de Mayo</b></p>  <p>Display Program</p> </div>		<div data-bbox="1439 678 1668 1078"> <p><b>Back to School</b></p>  <p>I&amp;O</p> </div>	<div data-bbox="1681 678 1974 1078"> <p><b>Hispanic Heritage</b></p>  <p>Display Program</p> </div>	<div data-bbox="2012 678 2305 1078"> <p><b>Dia de Muertos</b></p>  <p>I&amp;O</p> </div>	<div data-bbox="2318 678 2535 1078"> <p><b>EOY <sup>I&amp;O</sup> Holidays</b></p>  </div>	
Marketing Support					<div data-bbox="529 1120 980 1192"> <p>La Copa de Todos 2/26-4/19</p> </div>	<div data-bbox="1006 1120 1363 1192"> <p>Keep your Heritage Alive 4/28-5/28</p> </div>		<div data-bbox="1809 1120 2229 1192"> <p>Keep your Heritage Alive 9/9-10/6</p> </div>				
					<div data-bbox="1039 1213 1345 1270"> <p>Shopper Marketing</p> </div>		<div data-bbox="1477 1213 1854 1270"> <p>Shopper Marketing</p> </div>			<div data-bbox="2186 1213 2535 1278"> <p>Shopper Marketing</p> </div>		
	<div data-bbox="356 1282 2542 1335"> <p>Convenience Programs</p> </div>											
	<div data-bbox="356 1339 2542 1392"> <p>Social Media- FB &amp; IG</p> </div>											