Bimbo SBG

Jan 2024

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**

BIMBO

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 <u>acculturated</u> Hispanic, born of Mexican parents in the US and plays for Team USA
  - **Santi Gimenez –** an <u>unacculturated</u> 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
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 11th, 2024 – April 7th, 2024

celebrate your
HERITAGE
BIMBO

•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 25th, 2024 – May 12th, 2024 (7-week program)

2024 Marketing Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
New Items												
Marketing Activation / Seasonals				**Panques Season** Display Program	**5 de Mayo** Display Program		**Back to School** I&O	**Hispanic Heritage** Display Program		**Dia de Muertos** I&O	**EOY Holidays** I&O 	
Marketing Support			La Copa de Todos 2/26-4/19		Keep your Heritage Alive 4/28-5/28				Keep your Heritage Alive 9/9-10/6			
					Shopper Marketing		Shopper Marketing				Shopper Marketing	
						Convenience Programs						
						Social Media- FB & IG						