

# Kellogg's®

**NEW!**



The Keebler® elves have taken their popular *Fudge Stripes™* cookies to the next level of indulgence with NEW *Whoopsy!™ Fully Fudged* cookies. These delicious variations are completely enrobed in a rich chocolate fudge coating for a melt-in-your-mouth *Uncommonly Good®* sweet treat.

## Cookie Sales are Sweet

Cookies continue to be one of the top ten fastest-growing sweet snacks in America<sup>1</sup> with the average consumer enjoying cookies over 50 times a year.

## Dial up Indulgence

Attract and satisfy snacking consumers with a passion for rich, indulgent treats with Keebler® *Whoopsy!™ Fudge Stripes™*, our most irresistible cookies yet!

## Build on Top Brand Equity

Keebler® is an \$83mm brand overall with cookies growing at 9.0% in C-Stores alone.<sup>1</sup> *Fudge Stripes™* are a consumer favorite with 8.8% growth that averages 138% lift when promoted!<sup>2</sup>

# Explore the elfin magic baked into every Keebler® cookie!



Keebler® Whoopsy!™ Fudge Stripes™ Cookies



Keebler® Fudge Stripes™ Cookies



Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Keebler® Whoopsy!™ Fudge Stripes™ Cookies	000-30100-12180-0	144	2.32 oz	24.94	
Keebler® Fudge Stripes™ Cookies	000-30100-77393-1	144	1.90 oz	20.10	

Add NEW Keebler® Whoopsy!™ Fudge Stripes™ to your cookie set today!

Receive exclusive access to trends and more by joining **Grow My Store.™**

For more information, visit [www.KelloggsSpecialtyChannels.com](http://www.KelloggsSpecialtyChannels.com)

With on-the-go breakfasts, portable snacks and wholesome favorites,

Kellogg's® helps you capture the opportunities of now.

Now is a good time to partner with *Kellogg's*®