

Kellogg's®

NEW!

Satisfy the Bold  
Flavor Craze.



Now Cheez-It Duoz® helps you capitalize on consumers' craving for bold flavors and textures by delivering a unique, savory flavor combination in one pack: bacon and cheddar.

### The Strength of Duoz:

Cheez-It Duoz® grew over 16% since last year, and now accounts for 30% of the total Cheez-It® brand in C-stores.<sup>1</sup>

### Reach Millennials:

Constantly snacking Millennials love unique flavor combinations like bacon and cheddar.<sup>2</sup> In fact, over 900 million lbs. of pre-packaged bacon (3 lbs. per person!) was purchased in the U.S. in 2015, up 5.4% since 2014.<sup>3</sup>

### Rapture Opportunity:

Cheez-It® leads the way with innovative flavors and textures, and the over \$43 million brand continues to grow at 30% year over year in convenience.<sup>1</sup>

<sup>1</sup> Nielsen Scan Total US Conv, Latest 52 Wks W/E 08/13/2016 <sup>2</sup> Nielsen AOD Calendar Year 2015. Meat, packaged Meats, Bacon Category <sup>3</sup> Crackers, US March 2016

# Cracker Snacking Just Got Better with the Indulgent Duo of Bacon and Cheddar.

**NEW!**



Cheez-It Duo<sup>®</sup>  
Bacon / Cheddar

Pouch



Case



Cheez-It Duo<sup>®</sup>  
Sharp Cheddar / Parmesan

Pouch



Case

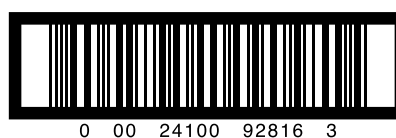


Cheez-It Duo<sup>®</sup>  
Cheddar Jack / Baby Swiss

Pouch



Case



Product Description	Case Code	Case Count	Unit Size	Gross Case Wt.	Distributor Code
Cheez-It Duo <sup>®</sup> Bacon & Cheddar Cheese	24100-11089	6 ct.	4.3 oz.	2.16 lbs.	
Cheez-It Duo <sup>®</sup> Sharp Cheddar / Parmesan	24100-57728	6 ct.	4.3 oz.	2.16 lbs.	
Cheez-It Duo <sup>®</sup> Cheddar Jack / Baby Swiss	24100-92816	6 ct.	4.3 oz.	2.16 lbs.	

Grow your Cheez-It<sup>®</sup> line-up with trendy flavor combos. **Stock up Today!**

Receive exclusive access to trends and more by joining **Grow My Store.**<sup>™</sup>

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

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

Kellogg's<sup>®</sup> helps you capture the opportunities of now.

Now is a good time to partner with *Kellogg's*<sup>®</sup>