

Otis Spunkmeyer®

# WRAP IT UP, THEY'LL TAKE IT!



**OTIS SPUNKMEYER INDIVIDUALLY WRAPPED COOKIES ARE THE BEST THINGS GOING.**

Consumers may be busier than ever, but they always have time for a snack...especially a portable one! Presenting Otis Spunkmeyer's new varieties of individually wrapped cookies, ready to satisfy the craving for something sweet and drive profit, even on-the-go.

# DELICIOUS COOKIES. NEW FLAVORS. ALL WRAPPED UP AND *ready to go.*

**TAH DAH!** We expanded our range of flavors, so now your customers can snack on the most in-demand flavors in the cookiesphere.



## DOUBLE CHOCOLATE CARAMEL

We made the richest chocolate cookie and went over the top by adding semi-sweet chocolate chunks and luscious caramel to the dough. Trust us on this; there's bliss in every bite.

- No artificial flavors
- Made with Real Semi-Sweet Chocolate & Cocoa
- Sweet Caramel Flavor



## APPLE CINNAMON OAT

Try to imagine the most delicious apple crisp you've ever tasted, then apply that to our newest cookie. Chunks of apple, hearty rolled oats, and a sprinkle of cinnamon give this cookie major cozy vibes, no matter the season.

- No artificial flavors
- Made with Real Cinnamon
- Made with Real Apple Pieces

### SPOTLIGHT ON FLAVOR: *Chocolate*

#1 flavor and represents 80% of top flavors paired with cookies.<sup>1</sup>

Chocolate cookies are showing menu growth; Chocolate Chip + 3% and Chocolate +5.8%.<sup>2</sup>

The top ingredient paired with cookies is Chocolate at 33.1%.<sup>3</sup>

### SPOTLIGHT ON FLAVOR: *Caramel*

Caramel is the #3 seller in the baking category.<sup>4</sup>

Caramel is consistently in the top 5 premium bakery category claims.<sup>5</sup>

### SPOTLIGHT ON FLAVOR: *Oatmeal*

Oatmeal is the #3 flavor paired with cookies.<sup>6</sup>

Consumer demand for "natural nutrition" will drive interest in "new" natural sources of nutrients such as oats.<sup>7</sup>

Oatmeal carries a **health halo** and can **cross multiple dayparts**, perfect for all-day snacking.

Oatmeal is the #2 cookie flavor represented on menus at 18.5% followed by Oatmeal Raisin at 12.1%.<sup>8</sup>

## AND YES, WE'RE KEEPING OUR CUSTOMER FAVORITES:



### CHOCOLATE CHUNK (2 OZ & 4 OZ)

Why settle for chips, when you can have chunks? Huge pieces of quality chocolate abound in this all-time classic cookie.



### OATMEAL RAISIN (2 OZ)

Made with rolled oats and juicy raisins, these chewy cookies are just the thing to enjoy anytime, but especially as a mid-morning or afternoon snack.

## YOU WANT 'EM, WE GOT 'EM: BULK CASES FOR *easy selling.*

- Chocolate Chunk 4 oz
- Chocolate Chunk 2 oz
- Oatmeal Raisin 2 oz
- NEW BULK VARIETY** Double Chocolate Caramel 4 oz
- NEW BULK VARIETY** Apple Cinnamon Oat 4 oz



# WHY cookies?

Besides being the sweetest treat ever, cookies have some serious statistics behind them.

**THEY DRIVE PROFIT AND BOOST CHECK AVERAGES.** 60% of operators report the sweet snacks they offer drive profit, and good news: cookies earn the highest revenue and profit margins of all dessert types.<sup>10</sup>

**THEY'RE SUPER VERSATILE.** Cookies are fantastic sellers any time of day and at any operation, including take-out/delivery. 68% of consumers eat cookies as a snack or pick-me-up, while 32% of consumers eat cookies with or after a meal.<sup>11</sup>

**THEY'RE SKYROCKETING IN GROWTH.** 6 of the top 20 fastest growing sweet snacks are cookie varieties.<sup>12</sup>

**THEY'RE A SURE THING.** That makes them a no-brainer for operations, especially those with limited-service menus. Chocolate Chip Cookies rank in the 100<sup>th</sup> percentile of "most loved sweet snacks."<sup>13</sup>

**+147%** GROWTH OF COOKIE SALES DURING 2020, AS COVID-19 DROVE DEMAND FOR SNACK FOODS.<sup>14</sup>

# WHY COOKIES FOR *snacking?*

More than ever, consumers are seeking out snacks. But why?

**EVERYONE IS DOING IT.** 94% of US buyers say they snack,<sup>15</sup> and consumers report that half the desserts that they eat are consumed as snacks between meals.<sup>16</sup>

**SWEETS FOR THE SWEET TOOTH.** For consumers, the most top-of-mind sweet snacks for snacking are ice cream, cookies, brownies, cake, and pastries.<sup>17</sup>

**GREAT FOR ON THE GO.** When choosing a cookie, 44% of consumers base their selection on ease of eating<sup>18</sup>; cookies are also very portable.

**EMOTIONAL SUPPORT SNACKS.** 1/5 of consumers say they are snacking more often than they did prior to the pandemic.<sup>19</sup>

**BLURRED DAYPARTS AND EATING SMALLER, MORE FREQUENT MEALS.** 85% of global consumers say they eat at least one snack each day for sustenance and one for indulgence.<sup>20</sup>

**58%** AGREE THEY ARE MORE LIKELY TO CHOOSE A COOKIE IF IT'S AN OTIS SPUNKMEYER COOKIE.

**WHY?** That's because among your customers, Otis has the highest brand awareness and preference.<sup>21</sup>

# Why OTIS?

**WE'RE #1.** Otis is the #1 share leader in the frozen cookie dough category and the #1 brand by cookie volume.<sup>22</sup>

**WE STRIVE TO BE THE BEST, IN EVERY WAY.** We have best-in-class operational capabilities, including a commitment to sustainability, assured supply, and community outreach efforts.<sup>23</sup>

**WE GO THE EXTRA MILE.** We offer extensive merchandising materials and a customizable POS program for your operation to utilize.

**OUR COOKIES CREATE MORE PROFIT.** Zero labor combined with high quality and brand awareness means higher profit margins for operators everywhere.



**86%**  
OF CONSUMERS LOVE  
OR LIKE COOKIES.<sup>9</sup>

BE SURE TO  
OFFER MORE THAN  
ONE FLAVOR TO  
CAPTURE THAT  
MARKET!

NOVELTY IS KEY.

**46%**

OF CONSUMERS SAY CURIOSITY  
ABOUT A NEW ITEM AND 33% OF  
CONSUMERS SAY NEW FLAVORS  
DRIVE IMPULSE BUYS.<sup>24</sup>

# EXPECT THE UNEXPECTED: HOW IMPULSE BUYING IS ON THE RISE.

**84%** of Americans say they have made an impulse buy at some point, with 77% having made one in the past three months.<sup>25</sup>

**87%** of US shoppers make impulse buys, and more than 50% of all grocery is sold because of impulsiveness.<sup>26</sup>

**NEARLY 70%** of in-store snack purchases are unplanned.<sup>27</sup>

# PRESENTING THE SPUNKMEYER SOLUTION: WHY OTIS COOKIES MAKE THE PERFECT SNACK FOR CONVENIENCE STORE OPERATIONS.

Discover how our delicious cookies boost impulse buys, offer a high-quality sweet indulgence, and solve operator challenges, too.



## Challenge:

**LABOR SHORTAGES REMAIN.** “C-stores have faced significant labor challenges...the biggest issue when it comes to labor is not the cost of labor, it is the availability of labor.”<sup>28</sup>

## the Spunkmeyer solution:

**OTIS IW COOKIES ARE ZERO-LABOR.** And no prep! Once you open the box, our individually wrapped cookies are ready to sell. No portioning, no baking, nada.

## Challenge:

**IN-STORE TRAFFIC IS DOWN.** “C-Store traffic is currently 16.1% below pre-pandemic levels...High gas prices and inflation, despite showing signs of easing, combined with ongoing work-from-home trends put downward pressure on store traffic.”<sup>29</sup>

## the Spunkmeyer solution:

**GRAB-AND-GO SNACKS ARE ON THE RISE, AND OTIS HAS THE HIGHEST BRAND AWARENESS AND PREFERENCE AMONG CONSUMERS.**<sup>30</sup>

## Challenge:

**BUSY CONSUMERS SEEK OUT CONVENIENCE AND QUALITY.**

“Finding options that are quick, portable and filling is especially important as a growing number of consumers commute.”<sup>31</sup>

## the Spunkmeyer solution:

**OTIS PROVIDES A FRESH-MADE EXPERIENCE TO EXCITE SNACKERS, ALL IN ONE SUPREMELY PORTABLE PRODUCT.**



**THAT’S A WRAP!** By now, you probably want to reach out and taste our treats for yourself. So let’s partner up and sell some cookies. For more sweet ideas, inspiration, and solutions, contact your local Aspire Bakeries representative today!

DESCRIPTION	PRODUCT CODE	PACKAGE UPC	GTIN	PACK SIZE	SHELF LIFE – FROZEN	SHELF LIFE – AMBIENT
<b>NEW!</b> Double Chocolate Caramel, 4.0 oz	21821	13087218213	1-00-13087-21821-0	72/4 oz	365 days	60 days
<b>NEW!</b> Apple Cinnamon Oat, 4.0 oz	21829	13087218299	1-00-13087-21829-6	72/4 oz	365 days	60 days
Chocolate Chunk, 4.0 oz	57800	1308757800	1-00-13087-57800-0	72/4 oz	365 days	60 days
Chocolate Chunk, 2.0 oz	57600	1308757600	1-00-13087-57600-6	72/2 oz	365 days	30 days
Oatmeal Raisin, 2.0 oz	57603	1308757603	1-00-13087-57603-7	72/2 oz	365 days	30 days

<sup>13,18,22,23</sup> Otis Spunkmeyer Commercial Channels - Awareness, Attitudes, and Usage Study 2022  
<sup>4</sup> Mintel, GNPD April 2020  
<sup>5</sup> Mintel, 2021  
<sup>6</sup> Technomic, Cookies Menu Trends 2022  
<sup>7</sup> Mintel, Ingredients to Watch in Bakery, Snacks and Cereals June 2021  
<sup>8</sup> Datassential, March 2022  
<sup>9</sup> Datassential, How Restaurant Operators Can Tap into the Latest Dessert Trends, 2021  
<sup>10</sup> Datassential SNAPI Keynote Desserts, 2021  
<sup>11</sup> Datassential SNAPI Keynote Desserts, 2021  
<sup>12</sup> Datassential Menu Trends, 2020  
<sup>13</sup> Datassential, Dessert’s Sweet Spot, 2019  
<sup>14</sup> https://www.businesswire.com/news/home/20200505005543/en/Cookie-Sales-Grow-by-147-as-COVID-19-Drives-Demand-for-Snack-Foods—ResearchAndMarkets.com  
<sup>15</sup> Snacking Trends of 2022, Barry Callebaut

<sup>16,17</sup> Datassential Keynote: 2017 Snacking Report  
<sup>18</sup> https://www.foodservicedirector.com/menu/s-stats-how-consumers-are-snacking#page=1  
<sup>19</sup> https://www.bakingbusiness.com/articles/56165-with-more-snacking-comes-the-need-for-more-variety  
<sup>20</sup> Datassential omnibus study  
<sup>21</sup> https://www.supermarketperimeter.com/articles/4428-spurring-impulse-bakery-buys  
<sup>22</sup> https://chainstoreage.com/news/consumers-and-impulse-buying-perfect-together  
<sup>23</sup> www.shopify.com/retail/10-tactics-for-impulse-buying  
<sup>24</sup> https://www.foodnavigator-usa.com/Article/2018/05/23/Euromonitor-Are-impulse-snack-purchases-under-siege  
<sup>25</sup> https://www.csnnews.com/non-fuel-trips-drive-sales-c-store-traffic-declines  
<sup>26</sup> https://www.csnnews.com/non-fuel-trips-drive-sales-c-store-traffic-declines  
<sup>27</sup> https://www.cspdailynews.com/snacks-candy/portable-snack-options-better-you-ingredients-spell-success-among-busy-consumers

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OtisSpunkmeyer®

WHEN IT COMES TO CHOCOLATE CRAVINGS... MORE SALES...AND INCREASED PROFIT.....

**BROWNIES MAKE IT BETTER!**



New!

OtisSpunkmeyer®  
**BROWNIE**  
WITH REAL CHOCOLATE CHIPS  
370 CALORIES PER PACKAGE  
SEE NUTRITION INFORMATION FOR FAT CONTENT  
NET WT 3 OZ (85 GRAMS)

# Hello, BEAUTIFUL PROFIT OPPORTUNITY!

**MORE SNACKING =  
MORE IMPULSE BUYS**

Nearly 70%  
of in-store snack  
purchases are  
unplanned!<sup>1</sup>

## WHY chocolate?

**IT'S A #1 FLAVOR.** When it comes to consumers top flavors, Chocolate and Chocolate Chip rank #1 and #2.<sup>2</sup>

**IT'S THE ULTIMATE INDULGENCE.** 65% agree that chocolate is their favorite indulgence.<sup>3</sup>

## WHY OTIS SPUNKMEYER BROWNIES for snacking?

**EVERYONE SNACKS.** 94% of US consumers say they snack.<sup>4</sup>

**AND SINCE SNACKING IS BOOMING...** 45% of people eat 3 or more snacks per day.<sup>5</sup>

**...THAT'S GREAT NEWS FOR BROWNIES.** The fastest rising consumer need for brownies is in the snacking category.<sup>6</sup>

## WHY chocolate brownies?

**THEY'RE GROWING IN POPULARITY.** Over the last 4 years Chocolate Chip Brownies have grown +54.5%.<sup>7</sup>

**THEY'RE SUPER PROFITABLE.** Over the last 12 months, 44% of operators note that brownies have helped driven an increase in sales. And within the next 12 months, brownie sales are expected to see a growth of 47%.<sup>8</sup>

## WHY OTIS FOR commercial operations?

**WE HAVE HIGH BRAND AWARENESS.** Among customers, Otis has the highest brand awareness and preference.<sup>9</sup>

**OUR BROWNIES = MORE PROFIT.** Among food-away-from home consumers, Otis' leading brand preference and awareness is the perfect halo to expand your offerings. Zero labor combined with high quality and a brand consumers trust means higher profit margins for operators everywhere.

**WE'RE COMMITTED TO BEING THE BEST.** Otis Spunkmeyer has best-in-class operational capabilities, including a commitment to sustainability, assured supply, and community outreach efforts.<sup>10</sup>



### EVERY FUDGY BAR IS:

- Rich and luscious, with a fresh-baked taste that consumers crave
- Made with real semi-sweet chocolate chips
- Individually wrapped for self-serve, grab-and-go, or delivery

DESCRIPTION	PRODUCT CODE	PACKAGE UPC	GTIN	PACK SIZE	SHELF LIFE - FROZEN	SHELF LIFE - AMBIENT
<b>NEW!</b> Otis Spunkmeyer Individually Wrapped Chocolate Brownie	24394	013087243949	1-00-13087-24394-6	48 ct.	365 days	30 days

## LET'S DO THIS! BROWNIES MEAN A BETTER BOTTOM LINE FOR YOUR OPERATION.

For more sweet ideas, inspiration, and solutions, contact your local Aspire Bakeries representative at 1-(844) 99ASPIRE today!

<sup>1</sup><https://www.foodnavigator-usa.com/Article/2018/05/23/Euroonitor-Are-impulse-snack-purchases-under-siege>

<sup>2,3</sup>Technomic 2021 Away-From-Home Bakery Product Category Assessment Foodservice Report

<sup>4</sup>Top Chocolate Trends of 2022, Barry Callebaut

<sup>5</sup>Snacking Trends of 2022, Barry Callebaut

<sup>6</sup><https://www.innovative.com/IRI/media/Library/webinar/IRI-Seesaw-State-of-the-US-Snack-Industry-2022.pdf>

<sup>7</sup>Tastewise Brownie Consumption Trends, Analysis and Statistics Report, 2023

<sup>8</sup>Datassential Brownies: Sauces/Flavors Menu Trends, 2023

<sup>9</sup>Otis Spunkmeyer Commercial Channels - Awareness, Attitudes and Usage Study, 2022

<sup>10</sup>Datassential Omnibus Study

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