

snak club®

Power Products

A snack is just a snack until you elevate it to greatness.

Taking snacktime from bland to grand.



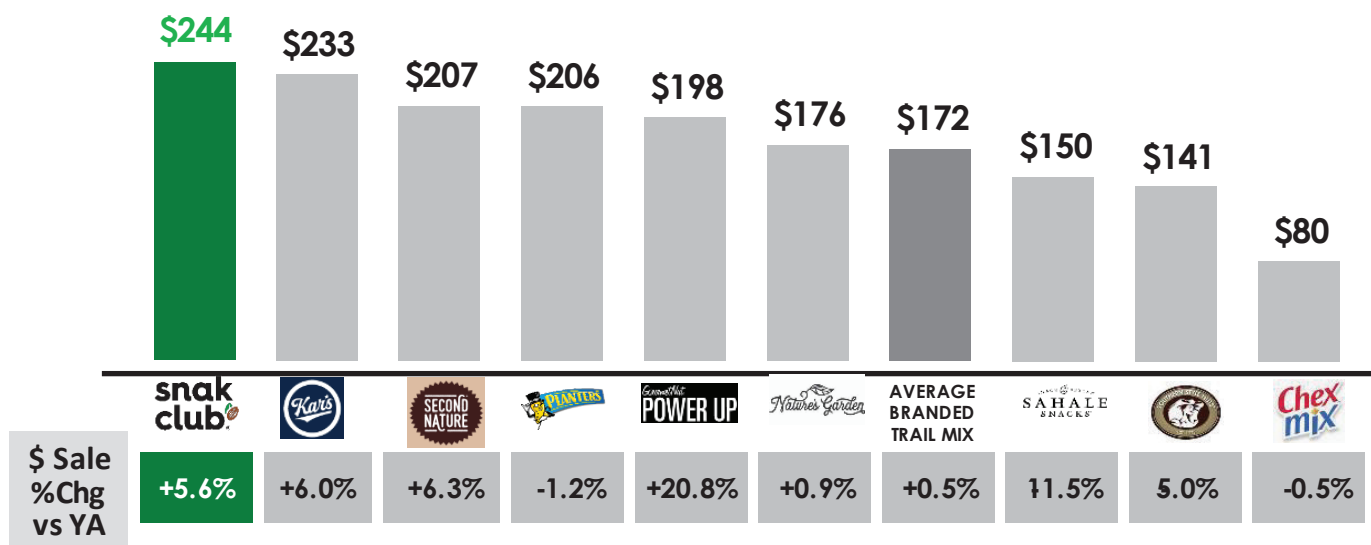
Snak Club continues to accelerate growth through exclusive licensing, retail partnerships and innovation



Snak Club is the **Fastest Growing**
Branded Trail Mix in MULOCC*

Trail Mix Dollar Sales Per Point of Distribution

\$ in Thousands



Trail Mix

Must-haves



3oz



Case dimensions (In.):
9.38 L x 7.5 W x 2.88 H
Package dimensions (In.):
7.5 L x 4.75 W x 1.25 D



5.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.5 D



6.75oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.5 D



6oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.5 D



6.75oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.85 L x 5.25 W x 1.5 D



6.75oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.2 W x 1.5 D



6.75oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.85 L x 5.2 W x 1.5 D



2.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.5 D



4.2oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.2 W x 1.5 D

Other sizes also available, see back of book

Flavor Sells!

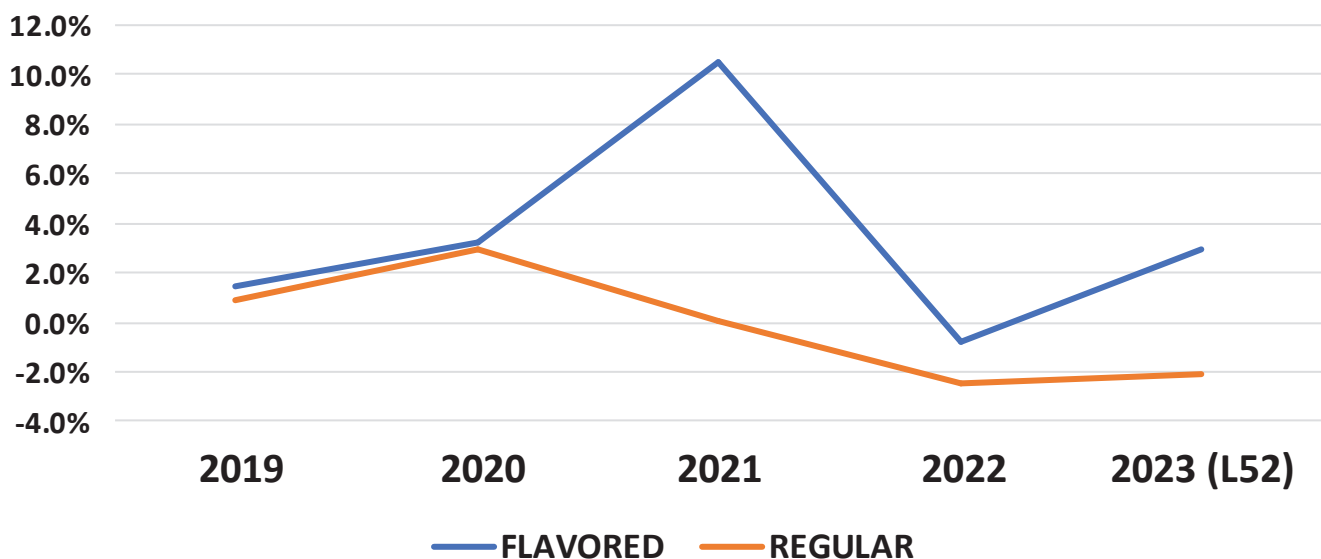
Innovative Flavors Drive Snacking Purchases

Snack Shopping Influences



Flavored Nuts Continue to Outpace Regular Nut Growth

Snack Nut Category Dollar Sales % Change



Source: Circana/IRI Database MULOC Dollar % Change vs YA, L52W 08/13/2023

Source: Kantar Profiles/Mintel - Nuts, Seeds, and Trail Mix Report - May 2022

Snack Nuts & Corn

Must-haves



2.5oz



Case dimensions (In.):
9.38 L x 7.5 W x 2.88 H
Package dimensions (In.):
7.5 L x 4.75 W x 1.0 D



7.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
9.5 L x 5.2 W x 1.5 D

Must-haves (WEST)



5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.25 D



4oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
7.8 L x 5.25 W x 1.75 D

Must-haves (EAST)



4.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.0 D



2.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
7.5 L x 4.75 W x 1.0 D



4oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.25 D



7.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
9.5 L x 5.2 W x 1.5 D



3oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.5 D

Other sizes also available, see back of book



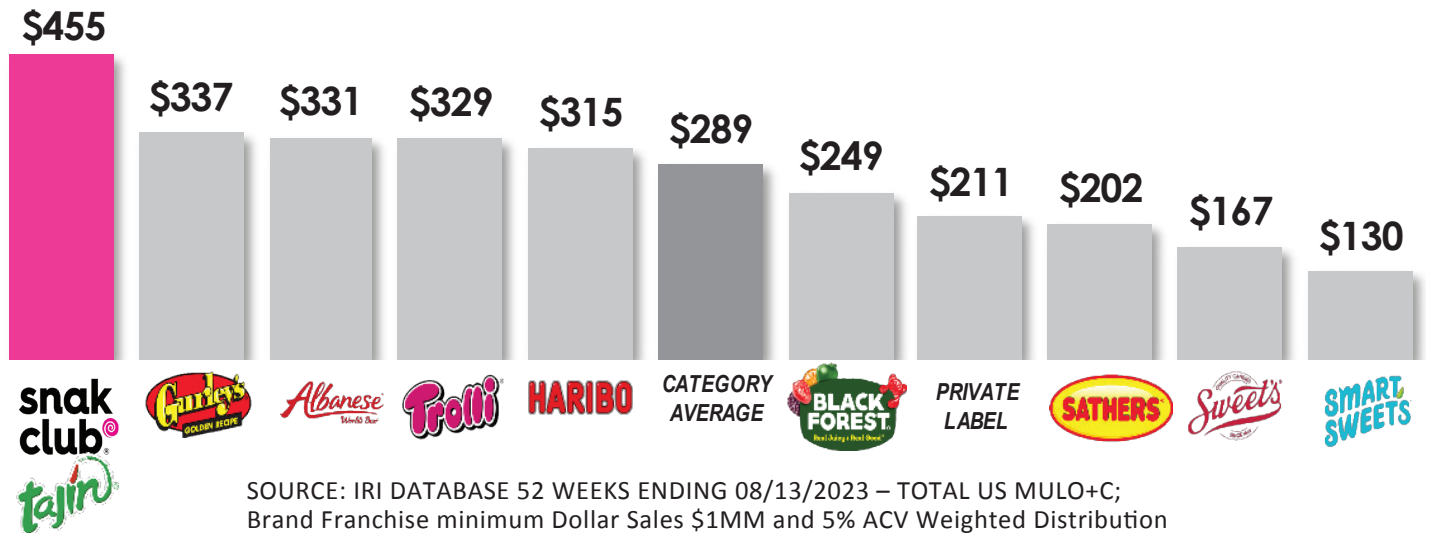
snak club®

tajin® CHILI & LIME Gummy Bears



Snak Club Gummies Outpace Total Gummy Market

Dollar Sales Per Total Points of Distribution (\$ in 000's)



Snak Club Tajin® Gummy Bears Deliver Multiple Consumer Benefits



Snak Club Tajin Gummy Bears



Haribo Goldbears



Albanese Gummi Bears



Black Forest Gummy Bears



Trolli Classic Bears

Starch Based/ Plant Based	✓	✗	✗	✗	✗
Vegan (No Animal By-products)	✓	✗	✗	✗	✗
Gluten Free	✓	✗	✓	✗	✗
Unique Flavors	✓	✗	✗	✗	✗
Soft & Chewy	✓	✗	✗	✗	✗

Candy

Must-haves



4oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
7.8 L x 5.25 W x 1.75 D



5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.25 D



5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.25 D



5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.25 D



5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.25 D

Other sizes also available, see back of book

Merchandising & POS Vehicles Available!



Trail Mix Additional Sizes

Item	CS Item No.	Family	UPC-CS	UPC-EA
CAJUN SAVORY MIX 6.75oz/6	1721475	Resealable	087076294755	087076214753
CAJUN TRAIL MIX 15oz/6	1764475	Family Size	087076654757	087076644758
ENERGIZER TRAIL MIX 2oz/12/144	1745460	Grab & Run	087076484606	087076454609
ENERGIZER TRAIL MIX 3.25oz/12	1780460	Snack Size	087076894603	087076804602
ENERGIZER TRAIL MIX 6.75oz/6	1721459	Resealable	087076294595	087076214593
ENERGIZER TRAIL MIX 16oz/6	1764460	Family Size	087076654603	087076644604
ENERGIZER TRAIL MIX 24oz/6	1771459	Party Size	087076794590	087076714598
HIDDEN VALLEY RANCH CRUNCH MIX 2.5oz/6	1721701	Resealable	087076297015	087076217013
HIDDEN VALLEY RANCH CRUNCH MIX 8oz/6	1761701	Family Size	087076617011	087076647018
MEGA TRAIL MIX 3oz/6	1721434	Resealable	087076294342	087076214340
MEGA TRAIL MIX 5oz/6	1741434	Sharing Size	087076494346	087076414344
MEGA TRAIL MIX 14oz/6	1764434	Family Size	087076654344	087076644345
OMEGA TRAIL MIX 3oz/6	1721736	Resealable	087076297367	087076217365
PEANUT BUTTER CHOCOLATE TRAIL 6oz/6	1721502	Resealable	087076295028	087076215026
POWER PROTEIN MIX 4.2oz/6	1721734	Resealable	087076297343	087076217341
SWEET SALTY MIX 5.5oz/6	1721440	Resealable	087076294403	087076214401
SWEET SALTY TRAIL 8oz/6	1741439	Sharing Size	087076494391	087076414399
SWEET SALTY TRAIL MIX 14oz/6	1764439	Family Size	087076654399	087076644390
SWEET & SALTY TRAIL MIX 24oz/6	1771440	Party Size	087076794408	087076714406
TROPICAL MIX 3.25oz/12	1780462	Snack Size	087076894627	087076804626
TROPICAL MIX 6.75oz/6	1721465	Resealable	087076294656	087076214654
TROPICAL MIX 16oz/6	1764462	Family Size	087076654627	087076644628
TROPICAL TRAIL MIX 24oz/6	1771465	Party Size	087076794651	087076714659
YOGURT NUT MIX 2oz/12/144	1745454	Grab & Run	087076484545	087076454548
YOGURT NUT MIX 3.25oz/12	1780454	Snack Size	087076894542	087076804541
YOGURT NUT MIX 6.75oz/6	1721455	Resealable	087076294557	087076214555
YOGURT NUT MIX 14oz/6	1764454	Family Size	087076654542	087076644543

Snack Nuts & Corn Additional Sizes

Item	CS Item No.	Family	UPC-CS	UPC-EA
HIDDEN VALLEY RANCH TOASTED CORN 3oz/6	1721700	Resealable	087076297008	087076217006
HIDDEN VALLEY RANCH TOASTED CORN 8.5oz/6	1761700	Family Size	087076617004	087076647001
HONEY CASHEWS 1oz/12	1780332	Snack Size	087076893323	087076803322
HONEY CASHEWS 2.5oz/6	1721332	Resealable	087076293321	087076213329
HONEY CASHEWS 4oz/6	1741332	Sharing Size	087076493325	087076413323
HONEY CASHEWS 10.5oz/6	1764332	Family Size	087076653323	087076643324
HOT & SPICY PEANUTS 2oz/12/144	1745149	Grab & Run	087076481490	087076451493
HOT & SPICY PEANUTS 3.5oz/12	1780149	Snack Size	087076891497	087076801496
HOT & SPICY PEANUTS 7.5oz/6	1721149	Resealable	087076291495	087076211493
TAJIN CLASICO PEANUTS 1.5oz/12/144	1745640	Grab & Run	087076486402	087076456405
TAJIN CLASICO PEANUTS 2.75oz/12	1780640	Snack Size	087076896409	087076806408
TAJIN CLASICO PEANUTS 5oz/6	1721640	Resealable	087076296407	087076216405
TAJIN CLASICO PEANUTS 7.50oz/6	1751640	Small Gusset	087076596408	087076516406
TAJIN CLASICO PEANUTS 12oz/6	1764640	Family Size	087076656409	087076646400
TAJIN CLASICO TOASTED CORN 1.5oz/12/144	1745643	Grab & Run	087076486433	087076456436
TAJIN CLASICO TOASTED CORN 2.50oz/12	1780643	Snack Size	087076896430	087076806439
TAJIN CLASICO TOASTED CORN 4oz/6	1721643	Resealable	087076296438	087076216436
TAJIN CLASICO TOASTED CORN 6oz/6	1751643	Small Gusset	087076596439	087076516437
TAJIN CLASICO TOASTED CORN 11oz/6	1764643	Family Size	087076656430	087076646431
TAJIN CRUNCHY PEANUTS 1.4oz/12/144	1745739	Grab & Run	087076487393	087076457396
TAJIN CRUNCHY PEANUTS 2.25oz/12	1780739	Snack Size	087076897390	087076807399
TAJIN CRUNCHY PEANUTS 4oz/6	1721739	Resealable	087076297398	087076217396
TAJIN CRUNCHY PEANUTS 10.5oz/6	1764739	Family Size	087076657390	087076647391
TOFFEE PEANUTS 2oz/12/144	1745528	Grab & Run	087076485283	087076455286
TOFFEE PEANUTS 4oz/12	1780528	Snack Size	087076895280	087076805289
TOFFEE PEANUTS 7.5oz/6	1721528	Resealable	087076295288	087076215286
TOFFEE PEANUTS 17oz/6	1764528	Family Size	087076655280	087076645281

Candy Additional Sizes

Item	CS Item No.	Family	UPC-CS	UPC-EA
TAJIN APPLE RINGS 2.5oz/12	1780611	Snack Size	087076896119	087076806118
TAJIN APPLE RINGS 5oz/6	1721611	Resealable	087076296117	087076216115
TAJIN APPLE RINGS 11oz/6	1764611	Family Size	087076656119	087076646110
TAJIN BEARS 2oz/12	1780906	Snack Size	087076899066	087076809066
TAJIN BEARS 4oz/6	1721906	Resealable	087076299064	087076219062
TAJIN BEARS 9oz/6	1761906	Family Size	087076619060	087076649067
TAJIN MANGO RINGS 2.25oz/12	1780904	Snack Size	087076899042	087076809041
TAJIN MANGO RINGS 5oz/6	1721904	Resealable	087076299040	087076219048
TAJIN MANGO RINGS 11oz/6	1761904	Family Size	087076619046	087076649043
TAJIN PEACH RINGS 2.50oz/12	1780647	Snack Size	087076896478	087076806477
TAJIN PEACH RINGS 5oz/6	1721647	Resealable	087076296476	087076216474
TAJIN PEACH RINGS 11oz/6	1764647	Family Size	087076656478	087076646479
TAJIN WATERMELON RINGS 2.25oz/12	1780610	Snack Size	087076896102	087076806101
TAJIN WATERMELON RINGS 5oz/6	1721610	Resealable	087076296100	087076216108
TAJIN WATERMELON RINGS 11oz/6	1764610	Family Size	087076656102	087076646103

Snak Club Must-Haves



WEST



EAST

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