

INTRODUCING

FIRST WE FEAST PRESENTS

**snak
club**

**HOT
ONES**

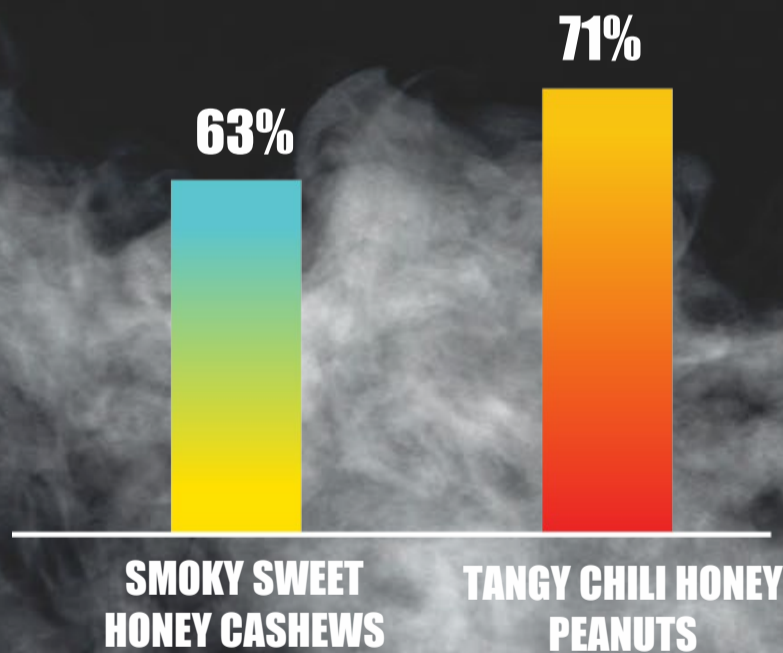
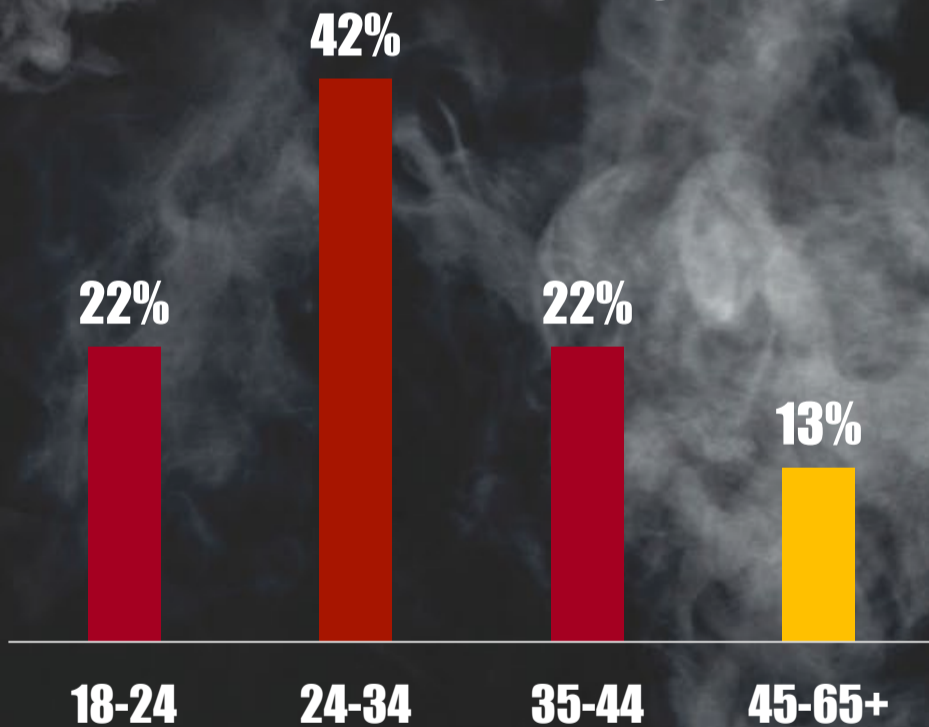
HOT ONES: 48% BRAND AWARENESS

HOT ONES BRINGS NEW CONSUMERS TO SNACK NUTS AND SNACK MIX

**HOT ONES VIEWERS ARE 70/30
MALE/FEMALE AND SKEW TO GEN Z
AND MILLENNIALS**

**TOP TWO BOX
PURCHASE INTENT**

Hot Ones Viewership by Age Group



**HOT ONES IS A CULTURAL PHENOMENON OVER 297 TV EPISODES
FEATURING COMEDIANS, MUSICIANS, AND SPORT STARS**

LIFETIME VIEWS

2.3B

And we're just getting started

SUBSCRIBERS

11.1M

On First We Feast Youtube channel

SOCIAL FOLLOWERS

16M+

Across First We Feast social handles

ENGAGEMENT

250K+

Total engagements per episode

CALL YOUR SALES EXEC TODAY!

new



Multiple flavors and sizes available

**NUTS SEASONED WITH A SWEET AND SPICY COMBINATION OF HONEY AND SPICES
INSPIRED BY HOT ONES HOT SAUCES**