

HEY THERE
COOKIE LOVER

THINSTERS

Crispy, crunchy cookies that boost your mood with bursts of flavor. Made with **REAL BUTTER**, **REAL SUGAR** and they're **REAL GOOD**.



BEST SELLER

RESEALABLE POUCH

DROOL WORTHY COOKIE

MADE WITH THE HIGHEST QUALITY, SIMPLE INGREDIENTS

IT'S THE BEST COOKIE. LIKE, EVER.

Brand	Thin & Crunchy	Peanut Allergen Free	No Artificial Flavorings	No Corn Syrup	Free of Palm Oil	No Artificial Dye & Coloring
THINSTERS	✓	✓	✓	✓	✓	✓
Enjoy Life		✓	✓	✓		✓
TATE'S BAKE SHOP	✓		✓	✓	✓	
Simple Mills			✓	✓	✓	✓

5 C's

- CRISPY
- CONVENIENT
- CRAVEABLE
- CLEAN
- CRAZY DELICIOUS

THINSTERS

YOU'LL WANNA EAT 'EM ALL!

Flavor and price are the top reasons consumers purchase cookies.¹

Products in the **TOP 3** cookie flavor categories²



chocolate



vanilla



chocolate chunk



LOWER PRICES

- VS -
the competition²

Source: 1. Kantar Profiles/Mintel, March 2023. 2. SPINS L52W Ending 8/13/23 MULO+C.

PRODUCT INFORMATION



ITEM	Brownie Batter	Toasted Coconut	Chocolate Chip	Key Lime	Meyer Lemon	Vanilla Bean
JJSF CODE	2010076	2010079	2010078	2010081	2010075	2010077
UPC CODE	8 40515 10002 0	8 40515 10039 6	8 40515 10004 4	8 40515 10067 9	8 40515 10127 0	8 40515 10003 7
CASE GTIN	10840515100027	10840515100393	10840515100041	10840515100676	10840515101277	10840515101765
CASE PACK	12	12	12	12	12	12
UNIT PACK	4oz	4oz	4oz	4oz	4oz	4oz
CASE CUBE	0.82	0.82	0.82	0.82	0.82	0.82
CASE DIMENSIONS	12.5" x 9.5" x 7.5"	12.5" x 9.5" x 7.5"	12.5" x 9.5" x 7.5"	12.5" x 9.5" x 7.5"	12.5" x 9.5" x 7.5"	12.5" x 9.5" x 7.5"
GROSS CASE WEIGHT	2.25 lbs	2.25 lbs	2.25 lbs	2.25 lbs	2.25 lbs	2.25 lbs
NET CASE WEIGHT	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs
PALLET SPECS	20 x 5; 100	20 x 5; 100	20 x 5; 100	20 x 5; 100	20 x 5; 100	20 x 5; 100
SHELF LIFE	15 mos	15 mos	15 mos	15 mos	15 mos	15 mos

ITEM	Toasted Coconut	Chocolate Chip
JJSF CODE	2001645	2001626
UPC CODE	8 4501510012 9	8 4051510000 6
CASE GTIN	20840515100123	10840515100068
UNIT PACK	16oz	16oz
PALLET COUNT	256	256
PALLET DIMENSIONS	48" x 40" x 52.5"	48" x 40" x 52.5"
PALLET CUBE	58.3	58.3
GROSS PALLET WEIGHT	356 lbs	356 lbs
NET PALLET WEIGHT	256 lbs	256 lbs
SHELF LIFE	15 mos	15 mos