

# THINSTERS®

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



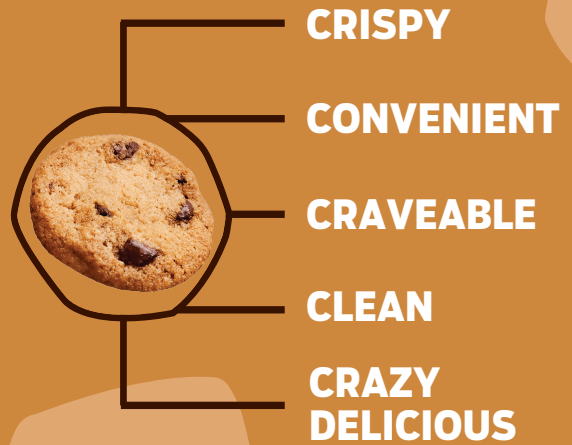
## DROOL WORTHY COOKIE

MADE WITH THE HIGHEST QUALITY & SIMPLE INGREDIENTS

| BRAND            | THIN & CRUNCHY | PEANUT ALLERGEN FREE | NO ARTIFICIAL FLAVORINGS* | FREE OF PALM OIL | NO ARTIFICIAL DYE & COLORING* |
|------------------|----------------|----------------------|---------------------------|------------------|-------------------------------|
| <b>THINSTERS</b> | ✓              | ✓                    | ✓                         | ✓                | ✓                             |
| Enjoy Life       |                | ✓                    | ✓                         |                  | ✓                             |
| TATE'S           | ✓              |                      | ✓                         | ✓                |                               |
| Simple Mills     |                |                      | ✓                         | ✓                | ✓                             |

\* Chocolate Chips and Toasted Coconut flavors

## THE 5 C'S



# THINSTERS

## YOU'LL WANNA EAT 'EM ALL!

Flavor and price are the top reasons consumers purchase cookies.

Products in the TOP 3  
cookie flavor categories<sup>2</sup>



**LOWER PRICES**  
- VS -  
**the competition<sup>2</sup>**

U-D

### PRODUCT INFORMATION

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

| ITEM              | BROWNIE BATTER     | TOASTED COCONUT    | CHOCOLATE CHIP     | KEY LIME           | VANILLA BEAN       |
|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| JJSF CODE         | 2010076            | 2010079            | 2010078            | 2010081            | 2010077            |
| UPC CODE          | 84051510020        | 840515100396       | 840515100044       | 840515100679       | 840515101768       |
| CASE GTIN         | 10840515100027     | 10840515100393     | 10840515100041     | 10840515100676     | 10840515101765     |
| CASE PACK         | 12                 | 12                 | 12                 | 12                 | 12                 |
| UNIT PACK         | 4 oz               | 4 oz               | 4 oz               | 4 oz               | 4 oz               |
| CASE CUBE         | 0.7996             | 0.7996             | 0.7996             | 0.7996             | 0.7996             |
| CASE DIMENSIONS   | 17.63 x 8.25 x 9.5 | 17.63 x 8.25 x 9.5 | 17.63 x 8.25 x 9.5 | 17.63 x 8.25 x 9.5 | 17.63 x 8.25 x 9.5 |
| GROSS CASE WEIGHT | 3.75 lbs           | 3.75 lbs           | 3.75 lbs           | 3.75 lbs           | 3.75 lbs           |
| NET CASE WEIGHT   | 3 lbs              | 3 lbs              | 3 lbs              | 3 lbs              | 3 lbs              |
| PALLET SPECS      | 8.25 x 9.50        | 8.25 x 9.50        | 8.25 x 9.50        | 8.25 x 9.50        | 8.25 x 9.50        |
| SHELF LIFE        | 15 mos             | 15 mos             | 15 mos             | 15 mos             | 15 mos             |

| ITEM                | TOASTED COCONUT 6 PACK CASE | CHOCOLATE CHIP 6 PACK CASE |
|---------------------|-----------------------------|----------------------------|
| JJSF CODE           | 2010080                     | 2010082                    |
| UPC CODE            | 840515100396                | 840515100044               |
| CASE GTIN           | 20840515100139              | 30840515100045             |
| UNIT PACK           | 4 oz                        | 4 oz                       |
| CASE CUBE           | 0.6379                      | 0.6379                     |
| CASE DIMENSIONS     | 17.50 x 6.63 x 9.50         | 17.50 x 6.63 x 9.50        |
| GROSS PALLET WEIGHT | 225                         | 225                        |
| NET CASE WEIGHT     | 1.5 lbs                     | 1.5 lbs                    |
| PALLET SPECS        | 20 x 5                      | 20 x 5                     |
| SHELF LIFE          | 15 mos                      | 15 mos                     |