



**NEW!**

# Cracker Bites

## PROPRIETARY FLAVORS

- Fire Bites - **New!**
- Ranch Bites - **New!**

## THE PERFECT BITE FOR...

- Snacking
- Salad toppings
- Soup toppings

## WHY LEHI VALLEY

- Manufactured on-site.
- Two Branding Options: Snackworthy or Private Label
- Professional design service team

## WHY CRACKER BITES

- Dollar sales in the cracker category in the 52 weeks ended July 16 totaled \$9.41 billion, up 13% from the same period a year ago, according to Circana.
- Unit sales, though, fell 4.1% to 2.61 billion.
- Of note, Campbell Soup Co. is investing \$160 million in their manufacturing facility to ramp up the output of Goldfish crackers by 50%- indicating that they see the cracker segment as worth growing.



### Pricing:

*Great Taste. Better People.*

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