

# What's New In 2024



## FUEGO PUFFS

Our number one product line has a new flavor that appeals to the spicy palette in the same package size and branding as the rest of our line-up!

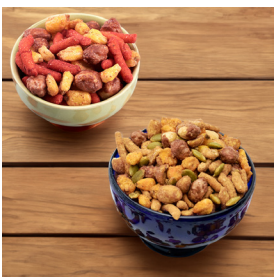
The puff and extruded snacks category increased by 16.2% from the past year, with an astounding total sales of \$36.89 billion according to SWFB.



## BUTTER RUM CASHEW POPCORN

With popcorn growth projected to be at \$4.61 B by 2028, the trends driving this category are the health features, portability of the snack, and flavor innovation.

Our new Butter Rum Cashew offers the consumer another new taste to try. Along with our other CRUNCH Popcorn line-up, these items have been reformulated and priced at lower cost for better impulse pricing.



## HONEY BBQ MIX & SIZZLING SWEET SNACK MIX

A new flavor added to our popular trail and snack mix lineup is the Honey BBQ Mix.

Sweet, Tangy and Hot Flavors are the trend this year. Our Sizzling Sweet Mix is another great new item that meets that trend along with the Honey BBQ.



## CRACKER BITES

"Tastewise reports that Social conversations about Oyster Crackers have increased by 22.28% over the past year and the fastest rising consumer need for Oyster Crackers is Snacking."

Introducing a new way to spice up your soup, salads, or just for snacking are two new snack cracker flavors: Fire Bites and Ranch Bites.