



New Flavors and Product varieties driving +7.4% growth in Nuts category

With 9g protein, new Nuts products are on trend inside category with increasing awareness and buzz of health and nutritional benefits.

Chipotle was the #1 flavor scoring variety.

Sweet and Spicy scored highest among Hispanics (which is the main consumer target for this item).



Product	Sweet and Spicy Peanut Bar	Dill Pickle Peanuts	Chipotle Peanuts
SS/Each (unit) UPC	000-76410-90352-1	000-76410-90348-4	000-76410-90350-7
Item #	106724	106721	106722
PKG OZ	2.200	1.375	1.375
Case Count	126	108	108
Unit/Caddy Dimensions (W x H x D)	7" x 6.25" x 5.25"	5.25" x 6.75" x 4.375"	5.25" x 6.75" x 4.375"
Case UPC	10076410903535	10076410903498	10076410903511
Case Dimensions (L x W x H)	21.813" x 11.438" x 7"	16.313" x 14.063" x 7.75"	16.313" x 14.063" x 7.75"
Gross Case Weight (lbs)	19	10.28	10.28
Case Cube (cu. Ft.)	1.011	1.029	1.029
Units Per Caddy	21	12	12
TI / HI	6/9	9/8	9/8
Cases Per Pallet	54	72	72
Caddies Per Case	6	9	9
Caddy/Carton UPC	000-76410-90353-8	000-76410-90349-1	000-76410-90351-4

SWEET AND SPICY PEANUT BAR



DILL PICKLE PEANUTS



CHIPOTLE PEANUTS



Sources:

1. C-store Flavor sort, Jan 2012, n=400
2. Nielsen Scantrack; Total XAOC and Convenience; 52 WE 01/18/2014 and 52 WE 08/2013
3. Chips, Popcorn, Nuts and Dips- Mintel, US January 2014