

# Otis Spunkmeyer®

## HAPPY BIRTHDAY TODAY

## AND EVERY DAY!



*New!*

### NEW OTIS SPUNKMEYER BIRTHDAY CAKE COOKIES

Celebrate today and every day with the sweet taste of Otis Spunkmeyer's individually wrapped Birthday Cake cookies! Consumers are busier than ever, but they always have time for a snack... especially a portable cookie with the nostalgic flavor of birthday cake. Drive profit with this new, on-the-go cookie treat!

Otis Spunkmeyer®

NEW  
FLAVOR

BIRTHDAY CAKE  
WITH NATURAL AND ARTIFICIAL FLAVORS

COOKIE

510  
CALORIES  
PER PACKAGE

SEE NUTRITION INFORMATION FOR SATURATED FAT CONTENT

NET WT 4 OZ (113 GRAMS) ®

# Otis Spunkmeyer®

**NEW FLAVOR!**

**ALL WRAPPED UP AND** *ready to go.*



## WHY cookies?

Besides being the sweetest treat ever, cookies have some serious statistics behind them.

### THEY DRIVE PROFIT AND BOOST CHECK AVERAGES.

60% of operators report the sweet snacks they offer drive profit, and good news: cookies earn the highest revenue and profit margins of all dessert types.<sup>1</sup>

### THEY'RE SUPER VERSATILE.

Cookies are fantastic sellers any time of day and at any operation, including take-out/delivery. 68% of consumers eat cookies as a snack or pick-me-up, while 32% of consumers eat cookies with or after a meal.<sup>2</sup>

### THEY'RE SKYROCKETING IN GROWTH.

6 of the top 20 fastest growing sweet snacks are cookie varieties.<sup>3</sup>

### THEY'RE A SURE THING.

That makes them a no-brainer for operations, especially those with limited-service menus. Chocolate Chip Cookies rank in the 100<sup>th</sup> percentile of "most loved sweet snacks."<sup>4</sup>

**58%** AGREE THEY ARE MORE LIKELY TO CHOOSE A COOKIE IF IT'S AN OTIS SPUNKMEYER COOKIE.

**WHY?** That's because among your customers, Otis has the highest brand awareness and preference.<sup>5</sup>

## Why OTIS SPUNKMEYER?

- ✓ **WE'RE #1.** Otis is the #1 share leader in the frozen cookie dough category and the #1 brand by cookie volume.<sup>6</sup>
- ✓ **WE STRIVE TO BE THE BEST, IN EVERY WAY.** We have best-in-class operational capabilities, including a commitment to sustainability, assured supply, and community outreach efforts.<sup>7</sup>
- ✓ **WE GO THE EXTRA MILE.** We offer extensive merchandising materials and a customizable POS program for your operation to utilize.
- ✓ **OUR COOKIES CREATE MORE PROFIT.** Zero labor combined with high quality and brand awareness means higher profit margins for operators everywhere.



DESCRIPTION	PRODUCT CODE	UPC PACKAGE CODE	GTIN	PACK SIZE	SHELF LIFE (FROZEN)	AMBIENT SHELF LIFE
<b>NEW!</b> Birthday Cake Cookie	24350	13087243406	1-00-13087-24350-2	24/4oz	365 Days	60 Days



**FOR MORE INFORMATION CONTACT YOUR LOCAL ASPIRE BAKERIES SALES REPRESENTATIVE OR CALL 1-844-99ASPIRE (1-844-992-7747)**

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