

Otis Spunkmeyer®

RED VELVET COOKIES.

INDULGENCE FOR

EVERY OCCASION.



1.5oz



3oz

INTRODUCING THE OTIS SPUNKMEYER RED VELVET COOKIE.

**MADE TO CELEBRATE EVERYDAY OCCASIONS
AND HOLIDAYS THROUGHOUT THE YEAR.**

Add this popular new cookie flavor to your ISB offerings. Decadent, red velvet cookie dough with a generous amount of soft white chocolate chips. Delivered in frozen, ready-to-bake, 1.5oz and 3.0oz cookie dough pucks.

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The RED VELVET COOKIE OPPORTUNITY

- ✓ Cookie penetration is 94%, the highest of all snack dessert foods¹
- ✓ 81% of consumers eat cookies as a snack¹
- ✓ 74% of consumers who eat cookies do so as a treat and 69% to satisfy a craving¹

- ✓ Over 33% of supermarket foodservice retailers menu red velvet sweet baked items.²
- ✓ The Otis Spunkmeyer Red Velvet cookie creates high visual impact, ideal for capturing incremental ring throughout the year: summer holidays, winter holidays, Valentine's Day or everyday celebrations.



CAPTURE IMPULSE PURCHASES IN YOUR PREMIUM BAKERY CASE. (1.5oz)



OFFER FRESH-BAKED. BUNDLED VALUE. (1.5oz)



COMMAND APPETIZING VISUAL IMPACT AND IMPULSE PURCHASES IN THE IN-AISLE BAKERY CASE. (3oz)



MAKE ANY CELEBRATION SIMPLE WITH A CATERING TRAY. (1.5oz)

Why OTIS SPUNKMEYER?


Otis Spunkmeyer, the #1 Foodservice Cookie Brand³, is your go-to cookie. Our partnership will help you capture consumers' growing taste for premium cookies and stores' low-labor needs.

- ✓ Aided awareness of Otis Spunkmeyer is 60%¹
- ✓ Awareness is especially strong with consumers ages 25-34 (72%) and 35-44 (65%)¹
- ✓ Otis Spunkmeyer outsells the nearest branded competitor 2:1³

¹ Mintel, Technomic AFH Study & Nielsen xAOC

² Technomic Ignite, January 2024

³ Circana Supply Track, November 2023

PRODUCT DESCRIPTION	ITEM CODE	GTIN	COOKIES /CASE	WEIGHT / COOKIE	CASE DIMENSIONS	CASE NET WEIGHT	TI	HI	CASES/PALLET	AMBIENT SHELF LIFE
 Red Velvet Cookie	19981	10013087199816	240	1.5oz (43g)	15.69 L x 11.19 W x 8.125H	22.5 lbs (10.2kg)	10	7	70	7 Days Packaged
	24246	10013087242468	140	3.0oz (85g)	17.5 L x 10.5 W x 9.5 H	26.25 lbs (11.9kg)	9	8	72	7 Days Packaged



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

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