



# CATALINA CRUNCH®

KETO FRIENDLY

# The Inspirational Story Behind Our Brand



## Hi, I'm Krishna – Here's My Story

Like many kids, mainstream snacks and cereals were a memorable part of my childhood.

Unfortunately, when I turned 17, I was diagnosed with T1 diabetes and had to give up many of my favorite snacks since they are typically loaded with sugar and empty carbs.

I started eating Keto to help manage my blood sugar, but the few healthy options available tasted like cardboard. I got fed up!

In in 2017, I started baking low carb versions of all my favorite snacks. My first creation was Catalina Crunch Dark Chocolate Cereal which launched in 2018. After three years, and a lot of fun in the kitchen, we've expanded to eight Cereal flavors, four flavors of Sandwich Cookies and four flavors of our Crunch Mix snack mix.

Eating our keto-friendly cereal and snacks makes me feel like a kid again. I am so proud of what we've created and I can't wait to share our delicious snacks with you!

## **Krishna Kaliannan Founder & CEO**



# Diversity Certification



THIS CERTIFIES THAT

**Catalina Snacks Inc.**

\* Nationally certified by the: **MID-STATES MINORITY SUPPLIER DEVELOPMENT COUNCIL**

\*NAICS Code(s): 311919

\* Description of their product/services as defined by the North American Industry Classification System (NAICS)

05/18/2022

**Issued Date**


IN08806

**Certificate Number**

05/18/2023

**Expiration Date**

  
**Ying McGuire**  
NMSDC CEO and President

  
**Carolyn E. Mosby, President/CEO**

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

*Certify, Develop, Connect, Advocate.*

\* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

# Catalina Crunch® has transformed cereal and snacking with delicious, Keto-Friendly foods.



Catalina Crunch® is on a mission to deliver great-tasting cereals and snacks earnestly made with protein, fiber, and good fats, while minimizing sugars.



 **Cereal**



 **Sandwich Cookies**



 **Crunch Mix**



**Low-Carb & Zero / Low Sugar**



**Packed with Protein**



**Made with Clean Ingredients  
(Nothing Artificial)**



# Catalina Crunch Portfolio®

## Cereal



## Grab & Go Single Serve Cookies



## Single Serve Cereal



## Cookies



## Crunch Mix



# Cereal - 9oz



# Catalina Crunch® Cereal Fuels Category Growth with Plant-Based, Zero-Sugar Product Line



- ↓ Zero Sugar
- ↓ Low Carb
- ⬇ High Protein
- ✓ Keto Friendly



VEGAN



PLANT  
BASED



HIGH  
IN FIBER\*



NO SUGAR  
ALCOHOLS

GLUTEN  
FREE



KOSHER  
339



"I was always looking for a product with a kick of crunch. I Found Catalina Crunch and it checked every box – great taste, low carb, zero sugar. The best snack/cereal ever!"

Available in 8 flavors

\$8.99 - \$9.49 SRP

- 1) Cinnamon Toast
- 2) Dark Chocolate
- 3) Honey Graham
- 4) Chocolate Peanut Butter

Brand Ranking			DOLLARS		MAX ACV		\$ SHARE		TDP (Store Ct * Item)		Velocity/Store	
			Current	% Chg	Current	Chg	Current	Chg	Current	Chg	Dollars	Units
\$ Vel Rank	\$ Rank	TTL CEREAL CATEGORY	\$91,932,540	4.6%	81	(0)	100	-	930,542	(60,440)	\$8.20	1.8
1	5	CATALINA CRUNCH	\$8,028,368	109.4%	48	27	8.7	+4.4	50,243	24,250	\$13.00	1.8
2	3	FIBER ONE	\$8,671,951	14.5%	79	1	9.4	+0.8	50,664	(3,604)	\$12.28	2.2
3	7	WONDERWORKS	\$2,726,999	(25.1%)	40	3	3.0	(1.2)	26,541	4,067	\$8.14	1.0
4	1	KASHI	\$32,225,117	0.2%	81	(0)	35.1	(1.5)	276,543	(28,048)	\$7.76	1.8
5	17	WEETABIX	\$462,625	(22.0%)	13	(3)	0.5	(0.2)	5,255	(689)	\$7.34	1.4
6	2	NATURES PATH	\$10,199,938	13.0%	66	2	11.1	+0.8	111,084	4,148	\$7.20	1.6
7	10	FOOD FOR LIFE	\$1,779,483	3.3%	24	(0)	1.9	(0.0)	20,132	(843)	\$7.01	0.9
8	4	CASCADIAN FARM	\$8,204,788	(0.0%)	73	1	8.9	(0.4)	99,209	(11,718)	\$6.56	1.5
9	8	RATIO	\$2,081,151	new	46	46	2.3	+2.3	26,075	26,075	\$6.52	0.9
10	11	BARBARAS PUFFINS	\$1,383,198	(10.2%)	26	(1)	1.5	(0.2)	18,192	(2,981)	\$6.51	1.6
11	6	MOMS BEST CEREALS	\$2,913,921	28.1%	27	(2)	3.2	+0.6	34,379	(2,630)	\$6.12	2.4
12	16	BARBARAS	\$524,293	(45.7%)	10	(12)	0.6	(0.5)	7,739	(8,395)	\$6.11	1.3
13	13	RX CEREAL	\$908,569	18.6%	32	9	1.0	+0.1	13,858	6,216	\$5.29	0.8
14	9	SILVER PALATE	\$1,936,641	6.0%	27	2	2.1	+0.0	29,079	2,778	\$5.18	1.3
15	12	CLIF BAR	\$968,319	(38.7%)	27	1	1.1	(0.7)	15,188	(1,783)	\$5.09	0.7

**Catalina Crunch #1 ranked brand in dollar velocities.**



Item Ranking				DOLLARS		MAX ACV		\$ SHARE		Velocity/Store	
				Current	%Chg	Current	Chg	Current	Chg	Dollars	Units
Vel Rank	\$ Rank	SS CEREAL COLD ADULT & FAMILY	BRAND								
				\$91,932,540	4.6%	81	0	100	-	\$8.20	1.8
1	3	Catalina Crunch Cinnamon Toast Cereal Ogc 9oz	CATALINA CRUNCH	\$3,470,697	122.7%	46	26	3.8	+2.0	\$18.86	2.5
2	17	+khcnh Pbtr Mgran Rdcr1 Ss 21oz	KASHI	\$1,145,946	10.5%	27	1	1.2	+0.1	\$17.44	2.9
3	42	Kashi Go Chocolate Crunch Cereal 19.9 Oz	KASHI	\$577,378	(7.7%)	15	(5)	0.6	(0.1)	\$16.26	2.7
4	1	Fiber One Bran Original Cereal 19.6 Oz	FIBER ONE	\$6,299,664	18.1%	78	1	6.9	+0.8	\$15.35	2.7
5	26	Nat Path Ecopac Heritage Flakes Og 32 Oz	NATURES PATH	\$922,924	22.6%	24	0	1.0	+0.1	\$14.73	1.8
6	4	Kashi Go Pnt Btr Crunch Clusters 13.2 Oz	KASHI	\$3,444,528	24.2%	46	1	3.7	+0.6	\$13.94	3.4
7	2	Kashi Cinnamon Harvest Cereal Og 16.3 Oz	KASHI	\$4,678,935	6.3%	76	(0)	5.1	+0.1	\$12.93	3.0
8	8	Catalina Crunch Dark Choc Cereal Ogc 9 Oz	CATALINA CRUNCH	\$2,164,716	86.7%	44	24	2.4	+1.0	\$12.61	1.7
9	5	Kashi Berry Fruitful Cereal Og 15.60 Oz	KASHI	\$2,636,433	58.4%	57	3	2.9	+1.0	\$12.28	2.9
10	7	Fiber One Honey Clusters Cereal 17.5oz	FIBER ONE	\$2,371,099	7.5%	55	(2)	2.6	+0.1	\$12.03	2.1
11	30	Catalina Crunch Choc Pnt Bttr Keto Cereal 9oz	CATALINA CRUNCH	\$766,308	237.8%	17	10	0.8	+0.6	\$11.32	1.5
12	33	Kashi Go Play Hny Almnd Flx Crnch Crl 22.2oz	KASHI	\$670,176	(14.7%)	26	1	0.7	(0.2)	\$10.88	1.8
13	11	Nat Path Heritage Flakes Og 13.25 Oz	NATURES PATH	\$1,870,770	(2.1%)	36	(2)	2.0	(0.1)	\$10.73	2.6
14	35	Kashi Go Rise Original Cereal 20.5oz	KASHI	\$649,599	(14.5%)	25	(2)	0.7	(0.2)	\$10.59	1.8
15	25	Moms Best Crisp Cocoa Rice 13 Oz	MOMS BEST CEREALS	\$962,430	16.5%	22	(5)	1.0	+0.1	\$9.90	3.7
16	15	Kashi Heart 2 Heart Hny Tstd Oat Cerl Og 12oz	KASHI	\$1,482,216	8.5%	32	(4)	1.6	+0.1	\$9.81	2.4
17	18	Wonderworks Choc Keto Friendly Cereal 10.2 Oz	WONDERWORKS	\$1,120,890	(29.6%)	38	3	1.2	(0.6)	\$9.73	1.2
18	13	Cascadian Farm Cinnamon Crunch Crl Og 9.2 Oz	CASCADIAN FARM	\$1,715,662	(4.6%)	39	(1)	1.9	(0.2)	\$9.47	2.1
19	32	Kashi Island Vanilla Cereal Og 16.3 Oz	KASHI	\$680,014	(20.7%)	18	(5)	0.7	(0.2)	\$9.47	2.4
20	46	Catalina Crunch Maple Waffle Keto Cereal 9 Oz	CATALINA CRUNCH	\$541,856	22.3%	11	2	0.6	+0.1	\$9.34	1.2
21	24	Wonderworks Pnt Bttr Keto Frndly Crl 10.6 Oz	WONDERWORKS	\$970,679	(14.2%)	36	6	1.1	(0.2)	\$9.13	1.1
22	6	Kashi Heart To Heart Blueberry Og 13.4 Oz	KASHI	\$2,563,189	2.6%	69	(2)	2.8	(0.1)	\$9.01	2.1
23	14	Kashi Go Cereal Choc Crunch 12.2 Oz	KASHI	\$1,598,744	(14.0%)	40	(0)	1.7	(0.4)	\$8.99	2.2
24	23	Kashi Go Crisp Cinn Crisp Cereal 14 Oz	KASHI	\$970,890	18.8%	25	(2)	1.1	+0.1	\$8.82	2.2
25	16	Kashi Autumn Wheat Cereal Og 16.3 Oz	KASHI	\$1,358,564	(16.6%)	39	(6)	1.5	(0.4)	\$8.60	2.0

**Catalina Crunch has 4 items in the top 20.**

# Cereal | Natural Channel



Brand Ranking			DOLLARS		MAX ACV*		\$ SHARE		TDP (Store Ct * Item)		Velocity/Store	
			Current	% Chg	Current	Chg	Current	Chg	Current	Chg	Dollars	Units
\$ Vel Rank	\$ Rank	TOTAL CEREAL CATEGORY	\$22,460,034	6.4%	99	0	100	-	137,308	5,671	\$13.43	2.5
1	5	THREE WISHES	\$1,577,128	64.3%	57	7	7.0	+2.5	5,954	1,450	\$21.78	3.6
2	4	CATALINA CRUNCH*	\$2,492,698	0.3%	86	7	11.1	(0.7)	9,287	1,454	\$21.52	2.9
3	19	FIBER ONE	\$95,738	8.3%	29	0	0.4	+0.0	399	(19)	\$19.54	2.7
4	6	MOMS BEST CEREALS	\$1,435,619	11.1%	63	0	6.4	+0.3	6,433	(228)	\$17.99	4.0
5	21	MAGIC SPOON	\$80,709	new	24	24	0.4	+0.4	1,597	1,597	\$16.74	1.7
6	23	WEETABIX ORGANIC	\$48,913	(26.9%)	15	(10)	0.2	(0.1)	259	(190)	\$15.71	2.4
7	14	SCHOOLYARD SNACKS	\$317,687	new	25	25	1.4	+1.4	1,755	1,755	\$15.09	1.9
8	7	FOOD FOR LIFE	\$780,307	6.6%	75	3	3.5	+0.0	4,636	261	\$15.07	1.8
9	1	NATURES PATH	\$5,519,521	10.5%	99	0	24.6	+0.9	29,224	580	\$15.05	2.7
10	2	CASCADIAN FARM	\$2,704,465	(2.4%)	91	0	12.0	(1.1)	15,810	262	\$14.88	3.2
11	11	LOVEBIRDS	\$422,391	2510.5%	39	38	1.9	+1.8	2,581	2,548	\$13.30	1.7
12	22	WEETABIX	\$50,856	15.2%	27	3	0.2	+0.0	333	30	\$12.71	2.2
13	12	FIELD DAY	\$374,320	23.1%	18	(0)	1.7	+0.2	2,432	(81)	\$12.14	3.0
14	3	KASHI	\$2,667,042	1.3%	95	(1)	11.9	(0.6)	18,565	(732)	\$11.64	2.6
15	9	ARROWHEAD MILLS	\$593,155	6.5%	67	(3)	2.6	+0.0	5,070	(92)	\$10.55	2.7
16	17	SEVEN SUNDAYS	\$287,456	280.7%	40	12	1.3	+0.9	2,389	1,164	\$10.33	1.4
17	8	BARBARAS	\$596,402	(33.0%)	86	(5)	2.7	(1.6)	4,709	(2,998)	\$9.75	2.0
18	15	FORAGER PROJECT	\$303,231	(7.8%)	50	6	1.4	(0.2)	2,673	278	\$9.44	1.5
19	10	BARBARAS PUFFINS	\$573,576	(10.6%)	84	(1)	2.6	(0.5)	5,031	(668)	\$9.10	2.0
20	20	UNCLE SAM	\$83,048	(15.5%)	53	(7)	0.4	(0.1)	886	(121)	\$7.90	1.8

\* Excludes single serve.

**Catalina #2 in dollar velocities.**

# Cereal | Natural Channel

Item Ranking				DOLLARS		MAX ACV		\$ SHARE		Velocity/Store	
				Current	%Chg	Current	Chg	Current	Chg	Dollars	Units
Vel Rank	\$ Rank	SS CEREAL COLD ADULT & FAMILY	BRAND								
				\$22,460,034	6.4%	99	0	100	-	\$13.43	2.5
1	2	Nat Path Ecopac Heritage Flakes Og 32 Oz	NATURES PATH	\$662,444	10.6%	63	(0)	2.9	+0.1	\$41.31	4.1
2	1	Catalina Crunch Cinnamon Toast Cereal Ogc 9oz	CATALINA CRUNCH	\$685,703	(3.6%)	82	6	3.1	(0.3)	\$36.79	4.9
3	19	Three Wishes Fruity Cereal 8.6oz	THREE WISHES	\$263,267	84.5%	37	8	1.2	+0.5	\$31.98	5.1
4	4	Nat Path Ecopac Mesa Snrise Flk Og 26.4 Oz	NATURES PATH	\$466,249	10.9%	60	1	2.1	+0.1	\$31.48	3.5
5	9	Moms Best Naturals Crspy Ccoa Rce Cerl 17.5oz	MOMS BEST CEREALS	\$359,239	6.2%	49	2	1.6	(0.0)	\$30.63	6.8
6	10	Three Wishes Cinnamon Grn Fr Cereal Ogc 8.6oz	THREE WISHES	\$358,278	54.5%	55	6	1.6	+0.5	\$28.92	5.0
7	27	Three Wishes Grn Free Cocoa Cereal Ogc 8.6 Oz	THREE WISHES	\$221,241	39.1%	38	5	1.0	+0.2	\$26.25	4.2
8	8	Catalina Crunch Choc Pnt Bttr Keto Cereal 9oz	CATALINA CRUNCH	\$372,552	24.9%	62	17	1.7	+0.2	\$24.49	3.4
9	48	Nat Path Ecopac Mesa Sunrise Rsns Og 26.1 Oz	NATURES PATH	\$153,173	5.8%	26	(1)	0.7	(0.0)	\$24.12	2.5
10	6	Kashi Cinnamon Harvest Cereal Og 16.3 Oz	KASHI	\$443,278	9.7%	84	0	2.0	+0.1	\$23.68	5.4
11	3	Nat Path Heritage Flakes Og 13.25 Oz	NATURES PATH	\$475,977	16.0%	92	0	2.1	+0.2	\$23.19	5.0
12	30	Moms Best Nat Honey Grahams 17.5 Oz	MOMS BEST CEREALS	\$196,826	15.4%	40	2	0.9	+0.1	\$22.33	5.3
13	5	Cascadian Farm Cinnamon Crunch Crl Og 9.2 Oz	CASCADIAN FARM	\$459,607	(8.2%)	86	1	2.0	(0.3)	\$22.27	4.7
14	7	Catalina Crunch Dark Choc Cereal Ogc 9 Oz	CATALINA CRUNCH	\$391,950	(21.6%)	78	3	1.7	(0.6)	\$22.24	3.0
15	42	Nat Path Ecopac Heritage Os Og 32 Oz	NATURES PATH	\$168,354	6.4%	30	(1)	0.7	+0.0	\$22.02	2.2
16	37	Three Wishes Unswtnd Grain Free Cereal 8.6 Oz	THREE WISHES	\$179,938	49.8%	39	5	0.8	+0.2	\$21.86	3.7
17	40	Moms Best Nat Oats And Honey Blend 18.5 Oz	MOMS BEST CEREALS	\$170,259	(4.2%)	39	1	0.8	(0.1)	\$20.48	4.5
18	21	Catalina Crunch Fruity Keto Cereal Ogc 8oz	CATALINA CRUNCH	\$260,245	(3.8%)	56	3	1.2	(0.1)	\$20.10	2.7
19	24	Three Wishes Honey Grn Free Cereal Ogc 8.6 Oz	THREE WISHES	\$242,774	53.6%	55	6	1.1	+0.3	\$19.76	3.3
20	41	Nat Path Ecopac Frt Jc Swt Crn Flk Og 26.4oz	NATURES PATH	\$169,265	6.7%	32	1	0.8	+0.0	\$19.28	2.2
21	17	Catalina Crunch Honey Graham Keto Cereal 9 Oz	CATALINA CRUNCH	\$285,528	16.9%	62	23	1.3	+0.1	\$18.79	2.6
22	16	Cascadian Farm Purely Os Cereal Og 8.6 Oz	CASCADIAN FARM	\$287,755	17.5%	65	2	1.3	+0.1	\$18.28	3.8
23	15	Cascadian Farm Hny Oat Crnch Cereal Og 13.5oz	CASCADIAN FARM	\$290,254	14.0%	67	4	1.3	+0.1	\$18.17	4.0
24	49	Nat Path Sunrise Crnchy Hny Crl Og 10.6oz	NATURES PATH	\$150,211	13.1%	41	(0)	0.7	+0.0	\$16.98	3.9
25	11	Cascadian Farm Raisin Bran Cereal Og 12 Oz	CASCADIAN FARM	\$322,408	(4.3%)	79	(6)	1.4	(0.2)	\$16.88	3.7

**Catalina Crunch has 5 items in top 25.**

# Cereal | Space to Sales | Total US - MULO



<div> <div>\$91.5M</div> <div>351 SKUs</div> <div>Only 45 SKUs</div> <div>=</div> <div>71% (of S's)</div> <div> <b>28%</b> Velocity Improvement if Over-SKU'ed Items are Removed </div> </div>					
Brand Ranking	% of Dollars	% of Space	\$/S/W	Space to Sales Index	Velocity Index to Top Brand
Fiber One	9.5%	4.9%	\$14.26	51	147%
Catalina Crunch	8.7%	5.3%	\$13.20	61	136%
Kashi	35.2%	27.7%	\$9.72	79	100%
Food For Life	1.9%	2.1%	\$7.37	106	76%
Natures Path	11.1%	12.4%	\$7.65	111	79%
Moms Best Cereals	3.2%	3.6%	\$7.06	113	73%
Silver Palate	2.1%	2.5%	\$5.55	117	57%
Private Label Organic	5.0%	6.1%	\$5.83	122	60%
Barbaras Puffins	1.5%	1.9%	\$6.34	123	65%
Ratio	2.3%	2.9%	\$6.65	127	68%
Cascadian Farm	9.0%	11.6%	\$6.89	129	71%
Wonderworks	3.0%	4.0%	\$8.56	135	88%
Rx Cereal	1.0%	1.9%	\$5.46	188	56%
Clif Bar	1.1%	2.9%	\$5.31	277	55%
Incredi-Bowl	0.8%	2.1%	\$4.34	277	45%

**Catalina Crunch has the 2<sup>nd</sup> highest shelf space efficiency.**

# Cereal | Space to Sales | Natural Channel



<div> <div>\$22.0M</div> <div>277 SKUs</div> <div>Only 67 SKUs</div> <div>=</div> <div>71% (of \$'s)</div> <div>34% Velocity Improvement if Over-SKU'ed Items are Removed</div> </div>					
Brand Ranking	% of Dollars	% of Space	\$/S/W	Space to Sales Index	Velocity Index to Top Brand
Catalina Crunch	10.9%	6.7%	\$21.52	61	137%
Three Wishes	7.2%	4.4%	\$22.07	61	140%
Moms Best Cereals	6.5%	4.9%	\$18.60	75	118%
Field Day	1.7%	1.5%	\$12.83	86	81%
Natures Path	25.1%	21.7%	\$15.74	86	100%
Cascadian Farm	12.3%	10.8%	\$14.26	88	91%
Food For Life	3.5%	3.2%	\$14.03	90	89%
Schoolyard Snacks	1.4%	1.4%	\$15.08	94	96%
Lovebirds	1.9%	1.9%	\$13.64	98	87%
Seven Sundays	1.3%	1.6%	\$10.03	121	64%
Arrowhead Mills	2.7%	3.3%	\$9.75	122	62%
Kashi	12.1%	14.9%	\$11.97	123	76%
Barbaras	2.7%	3.6%	\$10.55	135	67%
Forager Project	1.4%	1.9%	\$9.45	136	60%
Barbaras Puffins	2.6%	4.0%	\$9.50	152	60%
One Degree Organic Foods	1.3%	2.2%	\$7.37	170	47%
Love Grown Foods	1.6%	3.5%	\$6.10	217	39%

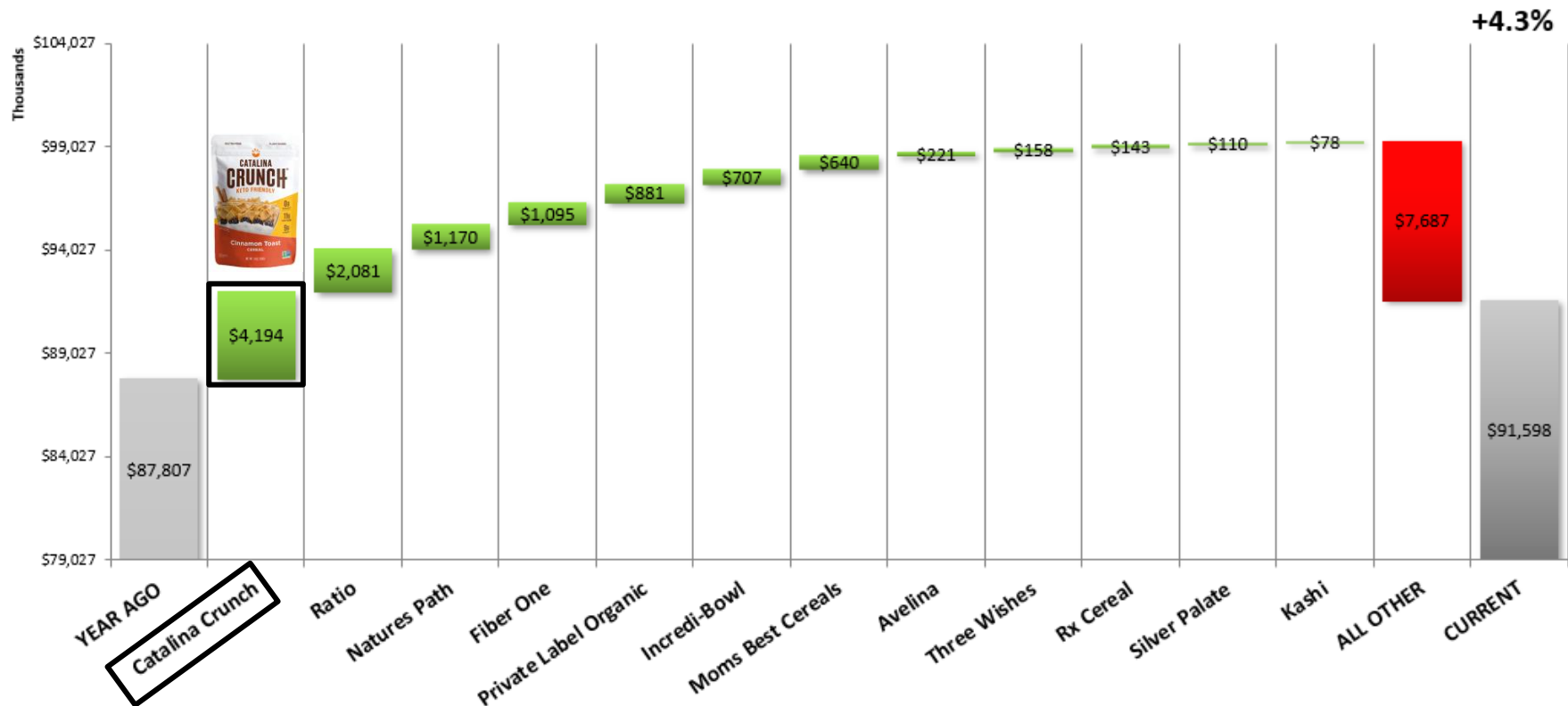
**Catalina Crunch has the highest shelf space efficiency.**



# Cereal | Total US MULO | Brand Contribution (\$ growth)



SHELF STABLE COLD CEREALS | TOTAL US - MULO | 12 WEEKS ENDING



Catalina Crunch #1 contributor to the category’s dollar growth.

# Highly Valuable Catalina Crunch® Consumer Generates Higher Dollar Sales at Retail



## Valuable Consumer

Catalina Crunch® consumers spend **21.3% more** per trip than all other cereal purchasers per trip



**\$128.07**

**All Other Cereal**



**\$105.59**

## High Repeat Rate

**49%**



Catalina Crunch  
**New Brand Buyers**



**26%**



All Other Cereal

## Variety is Key

Shoppers buy **2x** as many units per trip when **4+** flavors are available

# Single-Serve Cereal



# Grab and Go Single-Serve Cereal



## Cinnamon Toast



## Dark Chocolate



## Chocolate PB



## Fruity



I have not found a flavor I didn't love! These cereals I have all over the house when I want something sweet, I just grab a little handful. I have not had these like cereal with milk, but I love the crunchiness that you miss on keto as well as the sweetness with zero sugar. I absolutely will buy if they are available!

# Available in 12 count caddies (2 x 12 count caddy per case)

Hang Hole for  
Easy Peg-ability!



- 1.27 oz Resealable Pouch
- Ships in Case-Pack of 2 caddies, 24 pieces
- SRP: \$1.99 per pouch
- Plant-Based, Vegan, and Gluten-Free
- Non-GMO Certified
- High In Protein & Fiber



# Cookies



# Catalina Crunch® Leads the Keto-Friendly Sandwich Cookie Category, Offering a Healthier Alternative to #1 Cookie Brand



↓ Low Sugar  
↓ Low Carb  
✓ Keto Friendly  
⌚ 4g Protein

KOSHER



NO SUGAR  
ALCOHOLS



PLANT  
BASED



VEGAN

Horizontal or Vertical  
shelf placement!



Available in 4 flavors

\$7.99 SRP

- 1) Chocolate Vanilla
- 2) Vanilla Crème
- 3) Peanut Butter
- 4) Chocolate Mint



"These Cookies are amazing! I have been longing for a cookie replacement for a long time. There are plenty of keto cookie options out there, but none that offer the perfect crunch of an Oreo® with delicious frosting in the middle. In comes the Catalina Crunch Keto Sandwich Cookies"

Brand Ranking			DOLLARS		MAX ACV		\$ SHARE		TDP (Store Ct * Item)		Velocity/Store	
			Current	% Chg	Current	Chg	Current	Chg	Current	Chg	Dollars	Units
\$ Vel Rank	\$ Rank	TTL COOKIES	\$71,739,422	5.3%	69	(9)	100	-	1,039,902	6,177	\$5.32	1.3
1	13	ANNIES HOMEGROWN	\$1,289,998	18.0%	27	1	1.8	+0.2	9,445	(3,502)	\$12.43	2.6
2	9	THINSTERS	\$2,014,348	(23.9%)	19	(10)	2.8	(1.1)	17,771	(19,018)	\$8.02	1.7
3	4	SIETE	\$2,952,224	491.0%	35	30	4.1	+3.4	30,010	25,522	\$7.99	1.8
4	16	BUMPBOSTER	\$1,197,422	(8.8%)	37	2	1.7	(0.3)	14,887	(4,875)	\$6.95	1.7
5	17	MADE GOOD	\$1,178,093	106.2%	15	5	1.6	+0.8	13,568	3,620	\$6.74	1.4
6	20	CATALINA CRUNCH	\$753,459	177.4%	12	10	1.1	+0.7	10,244	7,122	\$6.51	0.9
7	7	SIMPLE MILLS	\$2,436,576	68.2%	33	12	3.4	+1.3	31,251	6,427	\$6.23	1.2
8	10	KINNIKINNICK FOODS	\$1,483,865	5.2%	41	1	2.1	(0.0)	22,660	(442)	\$5.96	1.5
9	18	NEWMANS OWN ORGAN	\$1,038,491	(26.7%)	14	(5)	1.4	(0.6)	15,378	(7,065)	\$5.62	1.1
10	14	CYBELES FREE TO EAT	\$1,287,961	10.8%	30	(3)	1.8	+0.1	18,292	251	\$5.51	1.3
11	11	MI-DEL	\$1,313,843	12.8%	29	(1)	1.8	+0.1	20,520	(985)	\$4.99	1.1
12	19	PAMELAS	\$816,951	14.8%	26	(1)	1.1	+0.1	15,497	(2,975)	\$4.84	1.0
13	8	BACK TO NATURE	\$2,394,074	3.6%	29	0	3.3	(0.1)	37,226	(6,014)	\$4.71	1.2
14	15	SCHAR	\$1,233,548	4.9%	38	(4)	1.7	(0.0)	23,402	(2,460)	\$4.63	1.5
15	22	OLYRA	\$615,537	92.5%	14	7	0.9	+0.4	12,904	6,033	\$4.10	1.0
16	2	GLUTINO	\$3,711,652	(5.9%)	59	(3)	5.2	(0.6)	65,032	(5,656)	\$4.03	0.8
17	12	PARTAKE FOODS	\$1,556,573	80.8%	29	10	2.2	+0.9	29,855	12,220	\$3.97	0.8
18	6	GOODIE GIRL	\$2,556,331	1.3%	50	(12)	3.6	(0.1)	48,625	(6,305)	\$3.95	0.8
19	21	EMMYS ORGANICS	\$723,503	(33.3%)	21	(7)	1.0	(0.6)	15,920	(16,136)	\$3.84	0.8
20	23	KODIAK CAKES	\$516,365	new	16	16	0.7	+0.7	11,430	11,430	\$3.63	0.7

**Catalina #6 in dollar velocities with triple-digit growth.**

# Cookies | MULO



Item Ranking				DOLLARS		MAX ACV		\$ SHARE		Velocity/Store	
				Current	%Chg	Current	Chg	Current	Chg	Dollars	Units
Vel Rank	\$ Rank	SS COOKIES	BRAND								
				\$71,739,422	5.3%	51	(5)	100	-	\$5.32	1.3
1	16	Lenny & Larrys Cmplte Cokie Choc Chp 4oz(4pk)	LENNY & LARRYS	\$600,287	(48.4%)	19	(11)	0.8	(0.9)	\$10.25	1.4
2	2	Siete Mexican Wedding Grn Fr Cookies 4.5 Oz	SIETE	\$1,534,295	572.2%	34	29	2.1	+1.8	\$10.12	2.3
3	6	PRIVATE LABEL ORGANIC COOKIE VALUE NOT AVAIL	PRIVATE LABEL ORGANIC	\$1,002,816	3.0%	22	(6)	1.4	(0.0)	\$9.63	3.0
4	34	Lenny & Larrys Wht Chc Mcdm Cookie 4oz(4pk)	LENNY & LARRYS	\$374,573	6.9%	12	(1)	0.5	+0.0	\$9.14	1.3
5	4	Simple Mills Chc Chp Crnchy Cookies Ogc 5.5oz	SIMPLE MILLS	\$1,038,990	69.1%	26	9	1.4	+0.5	\$8.45	1.7
6	31	Annies Cookie Bites Choc Chip Og 6.5 Oz	ANNIES HOMEGROWN	\$442,559	9.9%	12	0	0.6	+0.0	\$8.32	2.5
7	5	Kinnikinnick Foods Gf Vanilla Wafers 6.3 Oz	KINNIKINNICK FOODS	\$1,014,337	12.8%	37	2	1.4	+0.1	\$7.80	2.0
8	12	Back To Nature Chocolate Chunk Cookie 9.5 Oz	BACK TO NATURE	\$810,042	12.8%	25	(0)	1.1	+0.1	\$7.55	2.0
9	10	Siete Mexican Shrtbrd Grn Fr Cookies 4.5 Oz	SIETE	\$868,604	549.2%	27	24	1.2	+1.0	\$7.41	1.7
10	30	Lenny & Larrys Chocolate Chp Crnch Cks 4.25oz	LENNY & LARRYS	\$456,813	(0.9%)	19	7	0.6	(0.0)	\$7.27	1.9
11	23	Cybeles Free Vegan Cookies Choc Chip Ogc 6 Oz	CYBELES FREE TO EAT	\$546,820	(5.6%)	29	(3)	0.8	(0.1)	\$7.14	1.7
12	45	Catalina Crunch Chc Vnll Sndwch Cks Ogc 6.8oz	CATALINA CRUNCH	\$300,595	184.7%	11	9	0.4	+0.3	\$7.04	1.0
13	25	Mi-del Gingersnaps Ogc 10 Oz	MI-DEL	\$528,397	13.9%	19	0	0.7	+0.1	\$6.57	1.5
14	68	Annies Cookie Bites Choc Chip Og 9.75 Oz	ANNIES HOMEGROWN	\$197,804	26.3%	15	2	0.3	+0.0	\$6.44	1.5
15	9	Lenny & Larrys Complete Snickerddle Ckie 4oz	LENNY & LARRYS	\$877,574	4.2%	27	(5)	1.2	(0.0)	\$6.39	3.2
16	51	Highkey Chocolate Chip Mini Cookies 3 Oz	HIGHKEY	\$262,731	new	19	19	0.4	+0.4	\$6.37	1.3
17	33	Cybeles Free To Eat Confetti Cookies 6 Oz	CYBELES FREE TO EAT	\$426,407	274.2%	27	21	0.6	+0.4	\$6.35	1.5
18	37	Pamelas Mission Fig Figgies & Jammies Ogc 9oz	PAMELAS	\$340,186	97.6%	18	8	0.5	+0.2	\$6.27	1.3
19	3	Lenny & Larrys Complete Ck Wht Chc Mcdmia 4oz	LENNY & LARRYS	\$1,250,650	27.6%	26	4	1.7	+0.3	\$6.07	3.0
20	22	Siete Mexican Chocolate Grn Fr Cookies 4.5 Oz	SIETE	\$549,326	299.5%	20	16	0.8	+0.6	\$6.02	1.4
21	60	Highkey Vanilla Wafers Cookies 3 Oz	HIGHKEY	\$224,333	new	18	18	0.3	+0.3	\$5.64	1.1
22	61	Back To Nature Dbl Clssc Creme Cookies 10.7oz	BACK TO NATURE	\$219,825	(10.0%)	11	(2)	0.3	(0.1)	\$5.60	1.7
23	48	Simple Mills Dbl Chc Crnchy Cookies Ogc 5.5oz	SIMPLE MILLS	\$276,974	43.7%	11	1	0.4	+0.1	\$5.49	1.1
24	65	Catalina Crunch Pb Keto Cookies 6.8oz	CATALINA CRUNCH	\$204,708	282.0%	10	8	0.3	+0.2	\$5.46	0.8
25	17	Back To Nature Peanut Buttr Sndwch Cks 9.6 Oz	BACK TO NATURE	\$598,747	6.0%	24	(0)	0.8	+0.0	\$5.35	1.4

Catalina Crunch two items in top 25 \$ velocities with triple-digit growth.

# Cookies | Natural Channel

Brand Ranking			DOLLARS		MAX ACV		\$ SHARE		TDP (Store Ct * Item)		Velocity/Store	
			Current	% Chg	Current	Chg	Current	Chg	Current	Chg	Dollars	Units
Vel Rank	\$ Rank	TTL COOKIE										
			\$18,591,242	8.4%	92	6	100	-	145,313	8,488	\$10.73	2.3
1	19	AUSSIE BITES	\$290,008	16.8%	30	(0)	1.6	+0.1	550	10	\$43.63	7.6
2	4	SIETE	\$1,264,542	7.3%	84	17	6.8	(0.1)	4,864	816	\$21.71	5.0
3	1	SIMPLE MILLS	\$2,366,918	67.0%	92	6	12.7	+4.5	10,466	1,015	\$19.84	3.9
4	5	CATALINA CRUNCH	\$1,027,577	3.7%	74	11	5.5	(0.2)	4,548	1,458	\$18.70	2.8
5	8	DIVVIES	\$565,928	(2.8%)	49	(2)	3.0	(0.4)	2,569	(124)	\$18.07	2.9
6	3	NEWMANS OWN ORGAN	\$1,282,557	(11.4%)	80	(2)	6.9	(1.5)	7,384	(1,741)	\$15.57	2.9
7	2	BACK TO NATURE	\$1,633,532	39.3%	82	0	8.8	+1.9	9,590	(446)	\$14.75	3.4
8	17	JACKS PALEO	\$307,214	(6.7%)	40	(2)	1.7	(0.3)	1,863	(12)	\$13.97	1.9
9	22	WOW BAKING	\$204,909	8.2%	26	0	1.1	(0.0)	1,109	36	\$13.15	2.1
10	10	MI-DEL	\$405,609	8.0%	47	2	2.2	(0.0)	2,780	184	\$12.92	2.9
11	12	RUSTIC BAKERY	\$367,399	41.3%	30	4	2.0	+0.5	2,595	396	\$12.22	2.1
12	31	BAKE CITY COOKIE PLUS	\$70,041	21.5%	26	2	0.4	+0.0	591	(25)	\$10.38	1.5
13	13	HU KITCHEN	\$365,256	21.2%	57	19	2.0	+0.2	3,241	1,387	\$9.83	2.0
14	15	JENNIES	\$328,829	36.7%	63	3	1.8	+0.4	2,943	492	\$9.65	2.4
15	9	PAMELAS	\$429,876	4.6%	63	(5)	2.3	(0.1)	4,126	(251)	\$9.20	1.9
16	23	E&CS HEAVENLY HUNKS	\$199,476	85.3%	40	5	1.1	+0.4	1,852	507	\$9.02	2.1
17	16	GLUTINO	\$317,390	(23.8%)	66	(5)	1.7	(0.7)	2,942	(603)	\$8.97	1.7
18	14	KINNIKINNICK FOODS	\$358,496	5.0%	55	2	1.9	(0.1)	4,032	234	\$7.96	2.0
19	26	MADE GOOD	\$175,850	22.3%	32	0	0.9	+0.1	2,026	(299)	\$7.21	1.7
20	28	GOODIE GIRL	\$172,930	(0.5%)	32	1	0.9	(0.1)	1,969	(11)	\$7.08	1.2

**Catalina #4 in dollar velocities.**



# Cookies | Natural



Item Ranking				DOLLARS		MAX ACV		\$ SHARE		Velocity/Store	
				Current	%Chg	Current	Chg	Current	Chg	Dollars	Units
Vel Rank	\$ Rank	SS COOKIES	BRAND								
				\$18,591,242	8.4%	83	6	100	-	\$10.73	2.3
1	13	Aussie Bites Whole Grain Cookies 10 Oz	AUSSIE BITES	\$279,119	18.1%	29	(0)	1.5	+0.1	\$43.31	7.6
2	14	Simple Mills Cocoa Cashew Crem Cks Ogc 6.7 Oz	SIMPLE MILLS	\$252,130	new	33	33	1.4	+1.4	\$33.19	4.9
3	1	Siete Mexican Wedding Grn Fr Cookies 4.5 Oz	SIETE	\$555,161	11.4%	82	18	3.0	+0.1	\$27.77	6.4
4	22	Simple Mills Peanut Butter Sandwch Cks 6.7 Oz	SIMPLE MILLS	\$196,059	new	30	30	1.1	+1.1	\$27.55	4.0
5	10	Simple Mills Honey Cinn Sweet Thns Ogc 4.25oz	SIMPLE MILLS	\$315,415	258.2%	49	18	1.7	+1.2	\$25.13	5.3
6	2	Simple Mills Chc Chp Crnchy Cookies Ogc 5.5oz	SIMPLE MILLS	\$486,912	33.3%	83	6	2.6	+0.5	\$24.91	5.2
7	17	Divvies Choc Chip W/ Vanilla Cookie Ogc 7.5oz	DIVVIES	\$234,017	4.4%	45	0	1.3	(0.0)	\$24.32	4.0
8	4	Catalina Crunch Chc Vnll Sndwch Cks Ogc 6.8oz	CATALINA CRUNCH	\$364,859	(12.9%)	71	9	2.0	(0.5)	\$23.52	3.5
9	5	Back To Nature Classic Sandwich Cookies 12 Oz	BACK TO NATURE	\$356,451	72.0%	68	7	1.9	+0.7	\$22.80	6.0
10	9	Catalina Crunch Vanilla Creme Cookies 6.8 Oz	CATALINA CRUNCH	\$315,615	25.8%	66	20	1.7	+0.2	\$22.56	3.3
11	6	Newmans Org Newman Os Orig Vanilla Ogc 13 Oz	NEWMANS OWN ORGAN	\$342,022	3.6%	69	(1)	1.8	(0.1)	\$21.19	3.6
12	34	Mi-del Gingersnaps Ogc 10 Oz	MI-DEL	\$122,517	(21.6%)	23	(4)	0.7	(0.3)	\$19.79	4.4
13	3	Siete Mexican Shrtbrd Grn Fr Cookies 4.5 Oz	SIETE	\$377,819	7.8%	78	17	2.0	(0.0)	\$19.65	4.5
14	8	Back To Nature Chocolate Chunk Cookie 9.5 Oz	BACK TO NATURE	\$325,830	68.0%	72	0	1.8	+0.6	\$18.84	4.4
15	25	Divvies Brownie W Vanilla Fllng Cookie 8.25oz	DIVVIES	\$169,461	2.9%	42	(1)	0.9	(0.0)	\$18.58	3.0
16	26	Jacks Paleo Kitchen Cc Cookies Ogc 7oz (12pk)	JACKS PALEO	\$159,048	(5.5%)	37	(2)	0.9	(0.1)	\$18.36	2.5
17	19	Simple Mills Sweet Thins Choc Brownie 4.25 Oz	SIMPLE MILLS	\$220,262	154.9%	50	18	1.2	+0.7	\$17.37	3.7
18	7	Siete Mexican Chocolate Grn Fr Cookies 4.5 Oz	SIETE	\$331,562	0.5%	79	15	1.8	(0.1)	\$17.31	4.0
19	20	Catalina Crunch Pb Keto Cookies 6.8oz	CATALINA CRUNCH	\$216,001	(20.8%)	58	7	1.2	(0.4)	\$17.08	2.6
20	12	Back To Nature Peanut Buttr Sndwch Cks 9.6 Oz	BACK TO NATURE	\$289,285	51.4%	73	4	1.6	+0.4	\$16.94	4.1
21	28	Newmans Org Newman Os Hint O Mint Ogc 13 Oz	NEWMANS OWN ORGAN	\$145,025	(2.0%)	35	(0)	0.8	(0.1)	\$15.92	2.8
22	11	Simple Mills Tst Pcn Crnchy Cookies Ogc 5.5oz	SIMPLE MILLS	\$293,071	33.8%	75	14	1.6	+0.3	\$15.48	3.2
23	30	Jennies Cacao Nbs & Choc Ccnt Bites Og 5.25oz	JENNIES	\$138,443	62.1%	40	6	0.7	+0.2	\$15.20	3.8
24	16	Newmans Org Fig Newmans Wf Df Ogc 10oz	NEWMANS OWN ORGAN	\$238,040	9.7%	65	(1)	1.3	+0.0	\$15.05	2.9
25	23	Back To Nature Fudge Shortbread Cookie 8.5 Oz	BACK TO NATURE	\$186,730	29.2%	49	(1)	1.0	+0.2	\$14.03	2.8

Catalina Crunch three items in top 20 dollar velocities.

# Cookies | Space to Sales | MULO



<div> <div>\$42.8M</div> <div>1146 SKUs</div> <div>Only 85 SKUs</div> <div>=</div> <div>71% (of S's)</div> <div>39% Velocity Improvement if Over-SKU'ed Items are Removed</div> </div>					
Brand Ranking	% of Dollars	% of Space	\$/s/w	Space to Sales Index	Velocity Index to Top Brand
Catalina Crunch	1.4%	0.9%	\$5.18	65	102%
Siete	5.5%	4.0%	\$6.63	73	131%
Newmans Own Organics	2.4%	2.0%	\$5.00	82	98%
Simple Mills	5.3%	4.4%	\$5.50	82	108%
Mi-DeI	3.1%	3.0%	\$4.69	97	92%
Back To Nature	5.3%	5.3%	\$4.89	99	96%
Lenny & Larrys	15.3%	15.3%	\$5.08	100	100%
Glutino	5.0%	5.2%	\$4.29	105	84%
Kinnikinnick Foods	2.0%	2.2%	\$3.62	111	71%
Made Good	1.6%	1.9%	\$4.69	115	92%
Schar	2.2%	2.8%	\$3.74	123	74%
Pamelas	1.4%	1.7%	\$3.40	127	67%
Emmys Organics	1.3%	1.7%	\$4.07	132	80%
Enjoy Life	6.0%	8.1%	\$3.49	135	69%
Jennies	0.8%	1.1%	\$2.93	136	58%
Olyra	1.4%	2.0%	\$3.50	137	69%
Thinsters	1.5%	2.1%	\$3.50	138	69%
Goodie Girl	3.2%	4.5%	\$3.39	138	67%
Hu Kitchen	0.7%	1.1%	\$3.12	145	61%
Kodiak Cakes	1.2%	1.9%	\$3.31	154	65%
Partake Foods	1.5%	2.9%	\$3.37	193	66%
Highkey	2.8%	5.8%	\$2.64	207	52%
Fat Snax	0.5%	1.7%	\$2.18	315	43%

**Catalina Crunch has the highest shelf space efficiency.**

# Cookies | Space to Sales | Natural Channel



<div> <div>\$18.7M</div> <div>1114 SKUs</div> <div>Only 100 SKUs</div> <div>=</div> <div>71% (of S's)</div> <div>56% Velocity Improvement if Over-SKU'ed Items are Removed</div> </div>					
Brand Ranking	% of Dollars	% of Space	\$/s/w	Space to Sales Index	Velocity Index to Top Brand
Siete	6.8%	3.1%	\$21.66	45	115%
Simple Mills	12.7%	6.5%	\$18.85	52	100%
<b>Catalina Crunch</b>	<b>5.5%</b>	<b>3.2%</b>	<b>\$18.83</b>	<b>59</b>	<b>100%</b>
Newmans Own Organics	6.9%	4.5%	\$14.48	66	77%
Back To Nature	8.7%	6.1%	\$14.19	70	75%
Rustic Bakery	2.0%	2.0%	\$11.80	101	63%
Hu Kitchen	2.0%	2.1%	\$9.39	107	50%
Pamelas	2.3%	2.5%	\$8.68	109	46%
Kinnikinnick Foods	1.9%	2.3%	\$7.41	120	39%
Glutino	1.7%	2.1%	\$8.99	125	48%
Emmys Organics	2.0%	2.9%	\$7.21	146	38%
Enjoy Life	3.2%	5.1%	\$6.15	160	33%
Maxines Heavenly	1.5%	2.7%	\$6.25	180	33%
Partake Foods	1.6%	3.0%	\$5.70	191	30%
Lenny & Larrys	4.2%	9.1%	\$5.48	214	29%
Highkey	0.9%	2.5%	\$4.40	265	23%
Olyra	1.0%	2.8%	\$4.24	266	23%

**Catalina Crunch has 3<sup>rd</sup> highest shelf space efficiency.**

# Single-Serve Sandwich Cookies



# Grab and Go Single-Serve Sandwich Cookies

## Chocolate Vanilla – 10 / 4pk Units



- ↓ Low Sugar
- ↓ Low Carb
- ✓ Keto Friendly
- ⌚ 4g Protein

KOSHER



NO SUGAR  
ALCOHOLS



PLANT  
BASED



VEGAN

## Vanilla Crème – 10 / 4pk Units



- 4 Sandwich Cookies in a Grab-And-Go Wrap
- Ships in Case-Pack of 2 caddies, 20 pieces
- SRP: \$2.99 per 4pk



# Crunch Mix



# Catalina Crunch® is Launching a Keto-Friendly Crunch Mix, Featuring our Award-Winning Cereal



- ↓ Low Carb
- ⌚ 5-8g Protein
- ✓ Keto Friendly

Made from a  
crunchy blend of:

- 🍌 Catalina Crunch® Cereal
- 🍌 Nuts
- 🍌 Cheese Crisps
- 🍌 Chickpea Pretzels



Just received the 4 pack mix of the snack mix. Opened the Creamy Ranch and can honestly say this is the best healthy snack mix I've purchased so far. Will be adding this to my collection of healthy go to snacks.

Available in 4 flavors  
\$6.99 SRP

- 1) Traditional
- 2) Cheddar
- 3) Spicy Kick
- 4) Creamy Ranch

# Snack Mix | Natural Channel

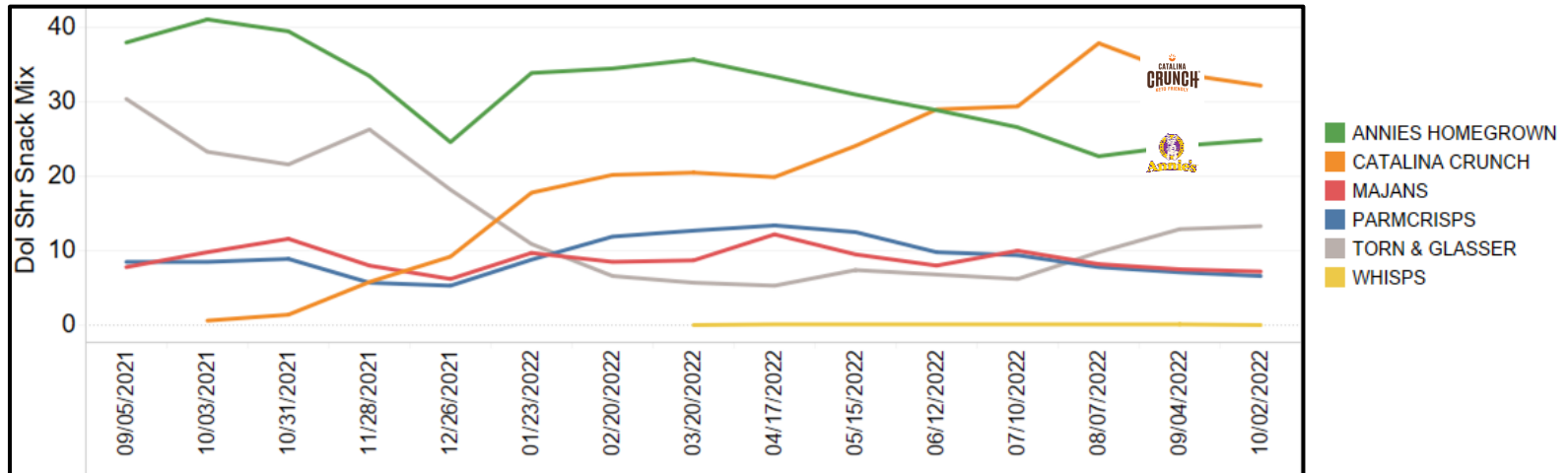
TTL US - NATURAL CHANNEL				DOLLARS		MAX ACV		\$ SHARE		Velocity/Store	
\$ Vel Rank	\$ Rank	SS SNACK MIXES	BRAND	Current	%Chg	Current	Chg	Current	Chg	Dollars	Units
				\$1,660,043	40.9%	64	2	100	-	\$9.20	1.6
1	2	Catalina Crunch Cheddar Crunch Snack Mix 6 Oz	CATALINA CRUNCH	\$197,709	35717.6%	52	51	11.9	+11.9	\$16.66	2.7
2	4	Catalina Crunch Traditional Crunch Mix 6 Oz	CATALINA CRUNCH	\$178,517	28622.7%	53	52	10.8	+10.7	\$14.79	2.4
3	5	Catalina Crunch Keto Spicy Kick Snck Mix 6 Oz	CATALINA CRUNCH	\$148,953	29148.2%	43	42	9.0	+9.0	\$14.67	2.3
4	7	Torn & Glasser Area 51 Snack Mix 11 Oz	TORN & GLASSER	\$63,350	38.8%	21	(1)	3.8	(0.1)	\$14.03	2.2
5	3	Annies Bunnies Snack Mix Original Og 9 Oz	ANNIES HOMEGROWN	\$187,568	(6.2%)	58	1	11.3	(5.7)	\$13.09	2.2
6	1	Annies Bunnies Snack Mix Cheddar Og 9 Oz	ANNIES HOMEGROWN	\$209,531	(9.2%)	64	2	12.6	(7.0)	\$12.80	2.1
7	9	Majans Bhujia Nut Mix 7 Oz	MAJANS	\$46,633	32.7%	24	7	2.8	(0.2)	\$9.84	2.4
8	8	Catalina Crunch Creamy Ranch Mix 6 Oz	CATALINA CRUNCH	\$48,940	10561.3%	19	18	2.9	+2.9	\$9.66	1.6
9	10	Majans Bhujia Cracker Mix 7 Oz	MAJANS	\$42,932	18.9%	21	5	2.6	(0.5)	\$9.66	2.4
10	14	Feridies 5 Oclock Crunch Snack Mix 6 Oz	FERIDIES	\$24,810	35.8%	11	3	1.5	+0.0	\$8.95	1.9
11	15	Torn & Glasser Deluxe Snack Mix 12 Oz	TORN & GLASSER	\$23,183	new	22	22	1.4	+1.4	\$8.23	1.2
12	13	Parmcrisps Ranch Snack Mix 6 Oz	PARMCRISPS	\$27,774	68.8%	20	6	1.7	+0.3	\$7.55	1.0
13	11	Majans Bhujia Original Mix 7 Oz	MAJANS	\$31,499	13.8%	19	2	1.9	(0.4)	\$7.52	1.7
14	6	Parmcrisps Original Snack Mix 6 Oz	PARMCRISPS	\$63,881	8.0%	46	8	3.8	(1.2)	\$7.04	1.0
15	18	Parmcrisps Barbecue Snack Mix 6 Oz	PARMCRISPS	\$17,638	(37.9%)	13	(14)	1.1	(1.3)	\$6.45	0.8
16	12	Torn & Glasser Hatch Chile Snack Mix 9 Oz	TORN & GLASSER	\$30,755	new	23	23	1.9	+1.9	\$6.21	1.2
17	17	Torn & Glasser Buffalo Bbq Pub Mix 7 Oz	TORN & GLASSER	\$18,606	new	22	22	1.1	+1.1	\$4.32	0.9
18	16	Torn & Glasser Pub Styl Taco Flvrd Snk Mx 7oz	TORN & GLASSER	\$18,640	new	22	22	1.1	+1.1	\$4.07	0.9
19	21	Torn & Glasser Caramel Apple Snack Mix 10 Oz	TORN & GLASSER	\$9,668	new	20	20	0.6	+0.6	\$4.05	0.5
20	22	Torn & Glasser Olive & Herb Mix Snack 10 Oz	TORN & GLASSER	\$9,215	new	19	19	0.6	+0.6	\$4.05	0.5
21	23	Torn & Glasser Harvest Snack Mix 10 Oz	TORN & GLASSER	\$7,915	new	18	18	0.5	+0.5	\$3.57	0.5
22	25	Torn & Glasser Apple Pie Crnch Snack Mix 10oz	TORN & GLASSER	\$7,487	new	18	18	0.5	+0.5	\$3.54	0.4
23	19	Hilo Life Super Chsy Crspy Chddr Almnd 1.48oz	HILO LIFE	\$10,965	(53.6%)	18	(2)	0.7	(1.3)	\$2.74	1.1
24	20	Parmcrisps Original Snack Mix 1.5oz	PARMCRISPS	\$9,777	new	20	20	0.6	+0.6	\$2.33	1.1
25	24	Hilo Life Pce A Pzza Crspy Mtrrll Wlnt 1.48oz	HILO LIFE	\$7,588	(34.8%)	16	(1)	0.5	(0.5)	\$2.21	0.9

**Catalina top 3 items in dollar velocities.**

# Snack Mix | Natural Channel



TTL US - NATURAL CHANNEL				DOLLARS		MAX ACV		\$ SHARE		Velocity/Store	
				Current	%Chg	Current	Chg	Current	Chg	Dollars	Units
\$ Vel Rank	\$ Rank	SS SNACK MIXES	BRAND								
				\$1,660,043	40.9%	64	2	100	-	\$9.20	1.6
1	2	Catalina Crunch Cheddar Crunch Snack Mix 6 Oz	CATALINA CRUNCH	\$197,709	35717.6%	52	51	11.9	+11.9	\$16.66	2.7
2	4	Catalina Crunch Traditional Crunch Mix 6 Oz	CATALINA CRUNCH	\$178,517	28622.7%	53	52	10.8	+10.7	\$14.79	2.4
3	5	Catalina Crunch Keto Spicy Kick Snck Mix 6 Oz	CATALINA CRUNCH	\$148,953	29148.2%	43	42	9.0	+9.0	\$14.67	2.3
4	7	Torn & Glasser Area 51 Snack Mix 11 Oz	TORN & GLASSER	\$63,350	38.8%	21	(1)	3.8	(0.1)	\$14.03	2.2
5	3	Annies Bunnies Snack Mix Original Og 9 Oz	ANNIES HOMEGROWN	\$187,568	(6.2%)	58	1	11.3	(5.7)	\$13.09	2.2
6	1	Annies Bunnies Snack Mix Cheddar Og 9 Oz	ANNIES HOMEGROWN	\$209,531	(9.2%)	64	2	12.6	(7.0)	\$12.80	2.1
7	9	Majans Bhujia Nut Mix 7 Oz	MAJANS	\$46,633	32.7%	24	7	2.8	(0.2)	\$9.84	2.4
8	8	Catalina Crunch Creamy Ranch Mix 6 Oz	CATALINA CRUNCH	\$48,940	10561.3%	19	18	2.9	+2.9	\$9.66	1.6
9	10	Majans Bhujia Cracker Mix 7 Oz	MAJANS	\$42,932	18.9%	21	5	2.6	(0.5)	\$9.66	2.4
10	14	Feridies 5 Oclock Crunch Snack Mix 6 Oz	FERIDIES	\$24,810	35.8%	11	3	1.5	+0.0	\$8.95	1.9



**Catalina top 3 items in dollar velocities.**

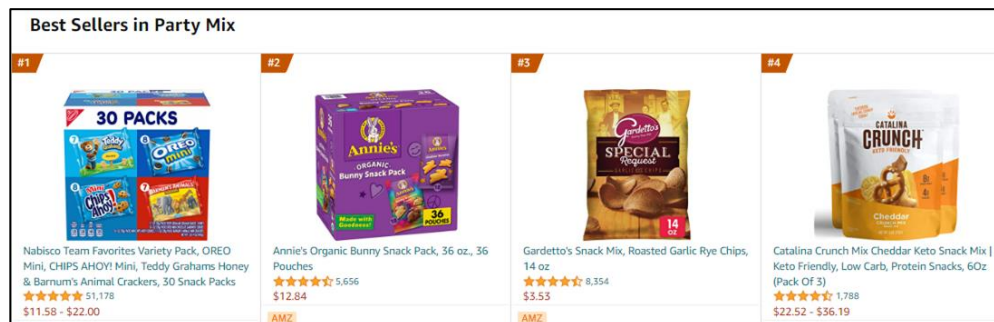
# Amazon Crunch Mix Top Selling Item & Continue To Increase MoM



**Catalina Crunch Mix #1 Selling Catalina Crunch Item On Amazon**  
**All Catalina Crunch Mix Items +MoM**  
**#4 Amazon BSR – Party Mix Category**



TOTAL	MoM % Chg Units
Crunch Mix	27%
Traditional	20%
Cheddar	25%
Spicy Kick	21%
Creamy Ranch*	0%

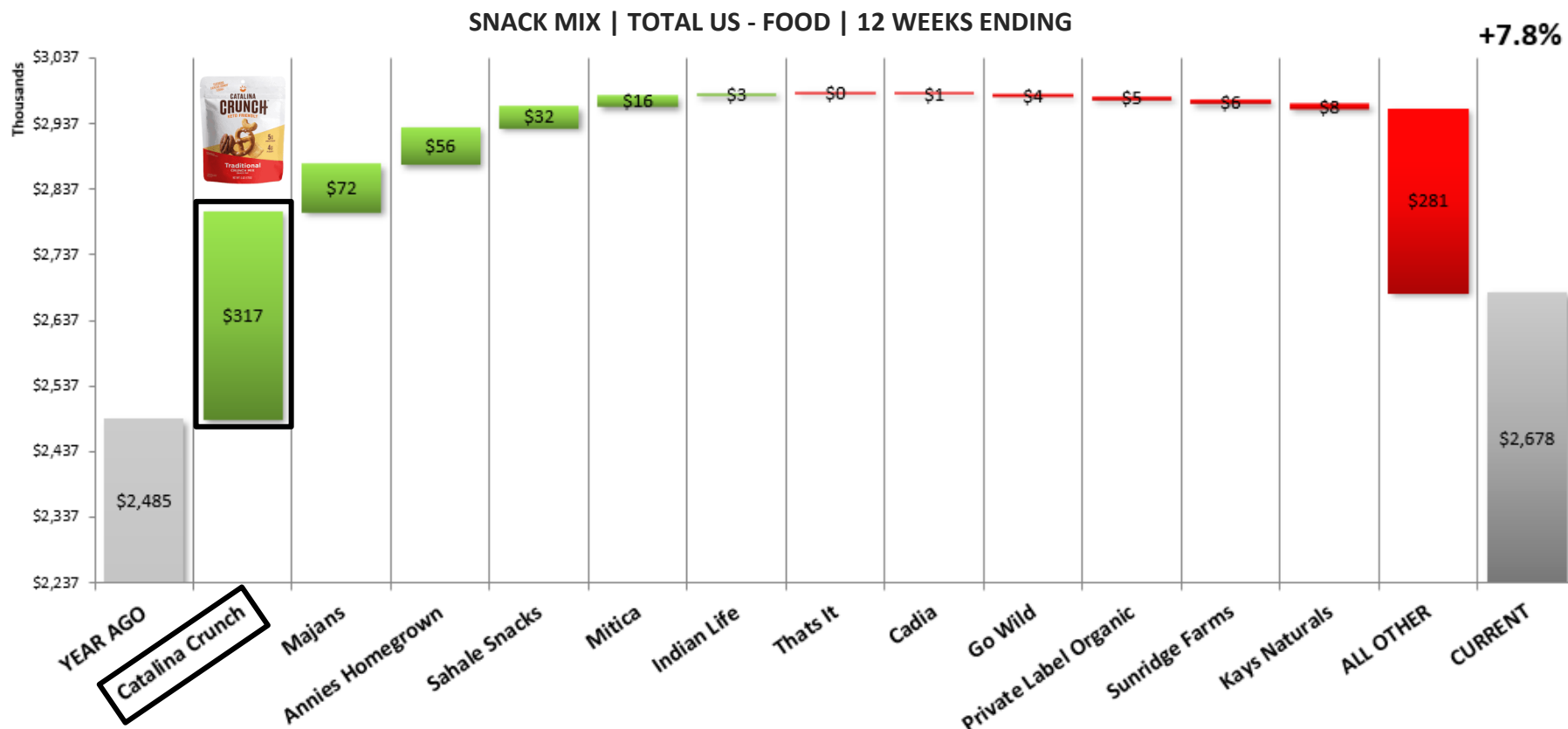


Amazon Best Seller Ranking – September 2022

Amazon MoM % Lift – Crunch Mix, Total & Flavor  
 \*Creamy Ranch is only flavor that is not non-GMO



# Snacks| Total US Food| Brand Contribution (\$ growth)

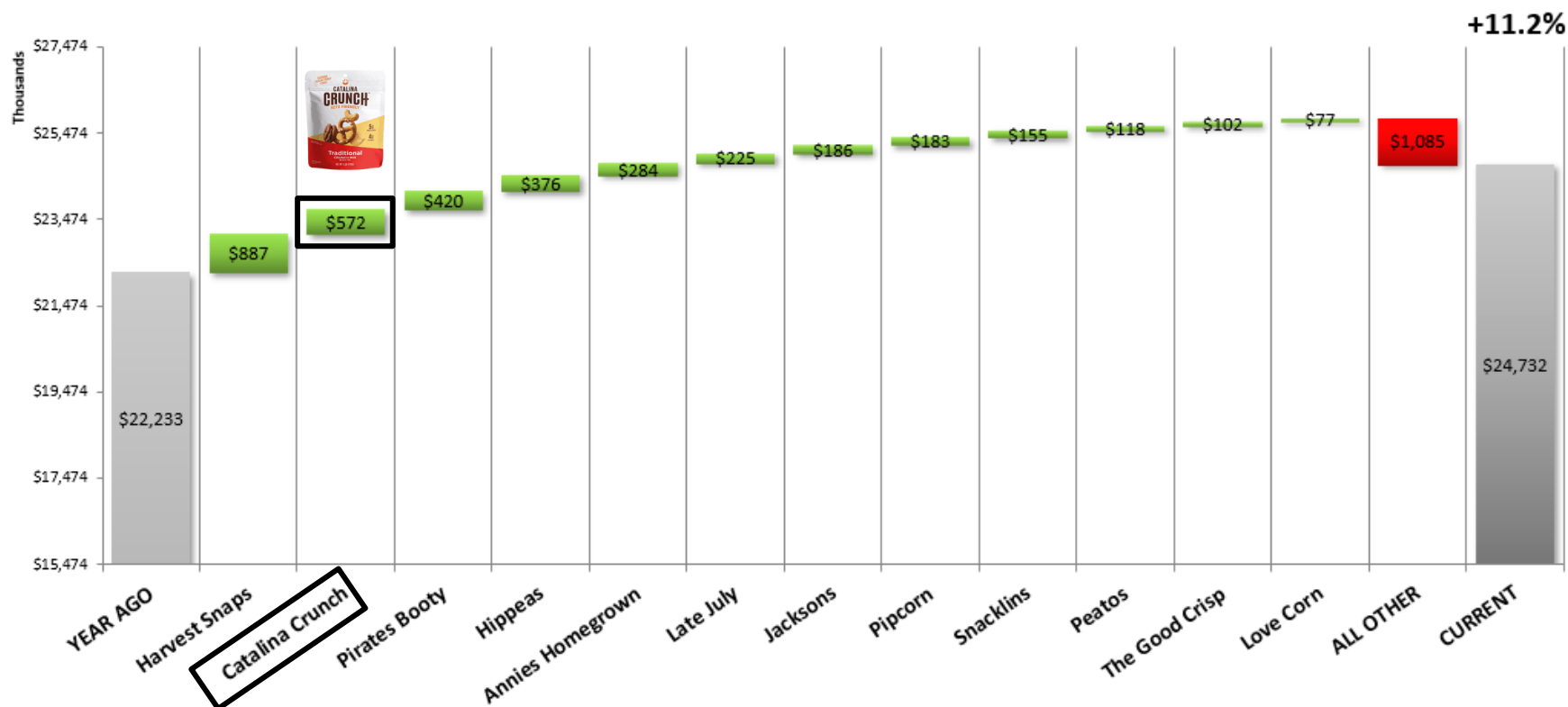


**Catalina Crunch #1 contributor to the category's dollar growth.**

# Snacks| Natural Channel | Brand Contribution (\$ growth)



## SHELF STABLE CHIPS & PRETZELS & SNACKS | TOTAL US - NATURAL CHANNEL | 12 WEEKS ENDING



**Catalina Crunch #2 contributor to the category's dollar growth.**

# Catalina Crunch® is now available in 22,000+ stores nationwide



## Distributors

## Natural

## Conventional

## Mass/Club

## E-Comm

## Specialty





**Thank  
you!**

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