

**NEW!**

# CHEEZ-IT<sup>\*</sup>

baked snack crackers

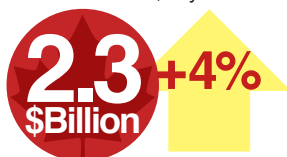


Finally Here! The bite-sized snack cracker with  
**BIG CHEESE FLAVOUR!**

# SNACK ON BIG CHEESE FLAVOUR

## Drive Growth by Capitalising on the Growing Salty Snacks Category

Salty Snacks are Sizeable  
Growing Categories<sup>1</sup>  
(salty + crackers combined)



Cheez-It\* will be highly incremental  
to the cracker category



Cheez-It\* is a big  
proven brand in  
the US



**Canadians have been waiting!**  
Canadians have high Purchase Interest  
– 59% would buy Cheez-It\* Crackers<sup>2</sup>

## Cheesy Crunchy Satisfaction

Maximizing reach and incrementality across 4 flavours and 2 formats!

### Core

Bite-sized snack crackers with iconic  
big cheese flavour and a crisp bite



**Cheez-It\*  
Original Crackers**  
36 x 85 g



**Cheez-It\*  
Hot & Spicy Crackers**  
36 x 85 g

### Crunch

Ripple-shaped snack crackers with bold  
flavours & crunchy, chip-like texture



**Cheez-It\* Crunch  
Sharp White Cheddar Crackers**  
6 x 92 g



**Cheez-It\* Crunch  
Zesty Cheddar Ranch  
Flavour Crackers**  
6 x 92 g

Description	Product Code	Pouch Weight	Pack Size	Distributor Code
Cheez-It* Original Crackers	6410013169	85 g	36 x 85 g – 6 ct tray	
Cheez-It* Hot & Spicy Crackers	6410013161	85 g	36 x 85 g – 6 ct tray	
Cheez-It* Crunch Sharp White Cheddar Crackers	6410013151	92 g	6 x 92 g	
Cheez-It* Crunch Zesty Cheddar Ranch Flavour Crackers	6410013156	92 g	6 x 92 g	

**Your Sales Representative**

**Contact Number**