

Otis Spunkmeyer®

ALL WRAPPED UP AND READY TO GO!



Grab-and-go goodness,
**PERFECTLY PACKAGED FOR
YOUR CUSTOMERS!**

Delight your customers with these irresistible, individually wrapped cookies, loaf cakes, and brownies. Whether you're a convenience store, hotel, health care institution, or school operator, our brand-new caddy packs are the perfect way to elevate your impulse dessert offerings with these delicious, on-the-go treats!



OUR COOKIES, LOAF CAKES, AND BROWNIES = *sweet, sweet profit!*

COOKIES. *People crave cookies*

86% of consumers say they love or like cookies.¹ With four delicious, individually wrapped cookie flavors, your customers will be picking Otis Spunkmeyer as their pick-me-up snack, day or night!

BROWNIES. *Inresistible, fudgy chocolate*

Chocolate brownies are strong sellers all day long, with 57% of consumers reporting they last enjoyed a brownie as a snack. Also, C-stores rank #1 in away-from-home brownie purchases, with traditional chocolate fudge brownies as the #1 top seller.² Our decadently rich brownie, made with real chocolate chips, will be the perfect addition to your dessert offering!

LOAF CAKES. *The snacking alternative*

Packaged, ready-to-eat cakes are the top selling cake type in retail outlets. In fact, 47% of consumers choose cake as their snack of choice throughout the day. Our Lemon and Cinnamon Loaf Cakes are the perfect snacking alternative. With 51% of consumers preferring traditional cake flavors, these are sure to be a winner!²



**INDIVIDUALLY WRAPPED TREATS
DELIVERED FROZEN IN
12-COUNT CADDY PACKS
READY TO *thaw and sell.***

WHY *cookies, brownies, & loaf cakes?*

60% of retailers report the sweet snacks they offer drive profit, and the good news: cookies earn the highest revenue and profit margins of all dessert types.³

54% Over the last 4 years, chocolate chip brownies have grown 54%!⁴

#3 Cake is the 3rd most popular dessert offered, with cookies and brownies taking the 1st and 2nd spot!²

WHY *snacking?*

94% of US buyers say they snack each day.⁵

50% of consumers report that the snacks they consume between meals are desserts.⁶

44% of consumers base their selection on ease of eating.⁷ Individually wrapped cookies, brownies, and loaf cakes are the perfect on-the-go treat.

WHY *Otis Spunkmeyer?*

#1 Otis Spunkmeyer is the #1 share leader in the frozen cookie dough category, the #1 brand by cookie volume⁸, and #1 in brand awareness and preference.⁹

58% of consumers agree they are more likely to choose a cookie if it's an Otis Spunkmeyer cookie.⁹

+\$+\$ Low labor combined with high-quality products and strong brand awareness means higher profit margins for YOU!



EXPECT THE UNEXPECTED: HOW IMPULSE BUYING IS ON THE RISE.

84% of Americans say they have made an impulse purchase at some point, with 77% having made one in the past three months.¹⁰

87% of US shoppers make impulse purchases, and more than 50% of all grocery is sold because of impulsiveness.¹¹

NEARLY 70% of in-store snack purchases are unplanned.¹²

TURN SHELF SPACE INTO SALES POTENTIAL!

55%

OF CONSUMERS REPORT BEING
INFLUENCED BY SUGGESTIVE
SELLING MERCHANDISING
TOOLS¹³

WE'RE ALSO A LEADER IN IMPULSE SALES.

From window clings to shelf wobblers, Otis Spunkmeyer offers a variety of eye-catching branded merchandising tools and expertise in impulse sales to help drive revenue and maximize profits.



Counter card



Window cling



Wobbler



Aisle interrupter



Floor graphic



Shelf strip



CADDY PACK DESCRIPTION	PRODUCT CODE	CASE GTIN	CASE PACK	FROZEN SHELF LIFE	AMBIENT SHELF LIFE
Chocolate Chunk	24290	10013087242901	2 - 12ct/4oz	365 Days	60 Days
Double Chocolate Caramel	24289	10013087242895	2 - 12ct/4oz	365 Days	60 Days
Apple Cinnamon Oat	24288	10013087242888	2 - 12ct/4oz	365 Days	60 Days
Birthday Cake	24291	10013087242918	2 - 12ct/4oz	365 Days	60 Days
Cinnamon Loaf Cake	24294	10013087242949	2 - 12ct/4oz	365 Days	30 Days
Lemon Loaf Cake with Icing	24293	10013087242932	2 - 12ct/4oz	365 Days	30 Days
Brownie w/ Real Choc Chips	24292	10013087242925	4 - 12ct/3oz	270 Days	30 Days

THAT'S A WRAP!

By now, you'll want to offer these sweet and profitable products to your customers. So, let's partner up and sell some sweet treats! For more information, contact your local Aspire Bakeries representative today!

¹ Datassential SNAP!, 2022

² SNAP! Datassential Keynote Reports - Desserts - February, 2023

³ Datassential, How Restaurant Operators Can Tap into the Latest Dessert Trends, 2021

⁴ Datassential Brownies: Sauces/Flavors Menu Trends, 2023

⁵ Datassential Menu Trends, 2020

^{6,10} Datassential Keynote: 2017 Snacking Report

^{7,8,9} Otis Spunkmeyer Commercial Channels - Awareness, Attitudes, and Usage Study 2022

¹¹ www.shopify.com/retail/10-tactics-for-impulse-buying

¹² https://www.foodnavigator-usa.com/Article/2018/05/23/Euromonitor-Are-impulse-snack-purchases-under-siege

¹³ Dessert Preferences Study, 2007

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