

SNYDER'S
OF HANOVER

MULTI GRAIN





2005 Starting Point

- Whole Grain products as line extension
 - Pretzel Sticks





2005 Starting Point

- Whole Grain products as line extension
 - Pretzel Sticks
 - Tortillas







Line Extension vs. Destination Brand

Rethinking Our Approach:

- Success of existing products
- 2005 FDA Guidelines with Whole Grain recommendation
- Increased Consumer Awareness & Acceptance of Whole Grain products
- Placement in Traditional snack aisle vs. Specialty Products

America's Pretzel Bakery Since 1909™

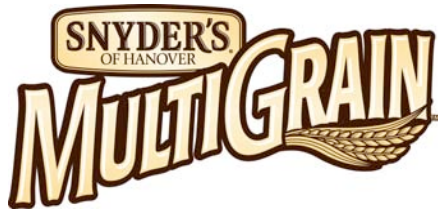


Multi Grain Snack Line

- 11 Items
 - Covering 4 of 8 category segments 55% of sales.
 - 8 to 20g of whole grain content per serving







Nutrition Information Violator

0g TRANS FAT
16g WHOLE GRAINS
GOOD SOURCE OF FIBER
PER SERVING





Getting the Word Out

- Public Relations
 - Press Kits and Product Samples to key media
 - Mailing to Registered Dietitians
- Trial Generation
 - On Pack Couponing
 - FSI Couponing
 - In-Store Sampling
- Advertising
 - Magazine
 - In-Store

