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
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

- 0g TRANS FAT
- 16g WHOLE GRAINS
- GOOD SOURCE OF FIBER

PER SERVING

Snyder's of Hanover MultiGrain Tortilla Chips

LIGHTLY SALTED

NET WT. 9 OZ. (255.2g)
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