



Hungry Jack

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JACK®**

# Hungry Jack and Aunt Jemima Buttermilk are interchangeable items

Brand*	Switching Index from Aunt Jemima
Hungry Jack	201
Kodiak	42
Bisquick	89
Krusteaz	150

*\*Top Buttermilk Mix SKU data shown (10-32 oz. size)*

- ✓ Aunt Jemima buyers are **2x** more likely to switch to Hungry Jack than other buttermilk pancake items
- ✓ This **2x** switching index is the highest among all brands



# Hometown Breakfast Portfolio plays across three strategic pillars

## Value



*Providing great taste at a value to consumers*

*\$60MM+ Brand!*

*P/W velocities L26 +33% in the Southeast, outpacing the category*

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## Fun



*Providing family friendly fun offerings*

*~40% brand growth vs. PY*

## Health & Wellness



*Providing quality and nutritious ingredients*

*Leading brand in Natural Channel*

# Pancake & Syrup: Assortment

FF Oreo  
Launches  
2/1/2021



Syrup Line-up – Graphics tell you when the syrup is hot!



COMPLETE = Just add water



Add = Milk/Oil/Eggs

7oz Pouch

\*Pouches come in Shelf  
Ready Packaging

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HUNGRY JACK 32OZ MIX	National Rank
FLAVOR	
BUTTERMILK COMPLETE MIX	1
EXTRA LIGHT COMPLETE MIX	2
BUTTERMILK	3
ORIGINAL COMPLETE MIX	4
LIGHT AND FLUFFY	5

HUNGRY JACK PANCAKE: 28OZ	
FLAVOR	
PILLSBURY FUNFETTI PANCAKE MIX	1
BELGIAN WAFFLE	2
CHOCOLATE CHIP	3

HUNGRY JACK PANCAKE: 7OZ POUCH	
FLAVOR	
BUTTERMILK 7oz	1
CHOCOLATE CHIP 7oz	2

HUNGRY JACK SYRUP: 27.6OZ	
FLAVOR	
REGULAR	1
BUTTER	2
LITE	3
SUGAR FREE BUTTER	4
HONEY MAPLE	5
CINNAMON BROWN SUGAR	6



NEW 5lb  
Club Sz



# Hungry Jack Syrup comes in a patented microwaveable bottle!



Existing Graphics

## Graphics Refresh to:

- ✓ Emphasize patented microwaveable syrup bottle
- ✓ Plus up appetite appeal
- ✓ Cross-sell syrup on mix cartons

The ONLY syrup in a microwaveable bottle!



'Smiley Face' Spout

Graphics tell you when your syrup is **hot!**



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\*Redesign will flow through this fall (no UPC change)

# 5LB Hungry Jack Buttermilk Complete Mix



- Large Pancake Mixes are growing at +13.9% as consumers look for convenience and value to feed their families
- Large Size Pancake Mixes makeup ~20% of the categories' sales
- Bag-in-box - value added packaging
- Item Number: 1330060820

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