

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

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















HUNGRY JACK 320Z MIX

BUTTERMILK COMPLETE MIX

EXTRA LIGHT COMPLETE MIX

HUNGRY JACK PANCAKE: 280Z

HUNGRY JACK PANCAKE: 70Z POUCH

PILLSBURY FUNFETTI PANCAKE MIX

HUNGRY JACK SYRUP: 27.60Z

ORIGINAL COMPLETE MIX

LIGHT AND FLUFFY

BELGIAN WAFFLE

CHOCOLATE CHIP

BUTTERMILK 7oz

CHOCOLATE CHIP 7oz

SUGAR FREE BUTTER

HONEY MAPLE

BUTTERMILK

FLAVOR

FLAVOR

FLAVOR REGULAR

BUTTER

LITE

FF Oreo Launches

National

Rank

2

3

4

5

1

2

1

2

1

2

3

4 5















COMPLETE = Just add water















7oz Pouch

*Pouches come in Shelf Ready Packaging



NEW 5lb Club Sz





Hungry Jack Syrup comes in a patented microwaveable bottle!



Graphics Refresh to:

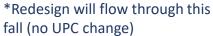
- ✓ Emphasize patented microwaveable syrup bottle
- Plus up appetite appeal
- ✓ Cross-sell syrup on mix cartons





'Smiley Face'
Spout









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



