

Frozen Meals: Stouffer's

Frozen prepared meals are essential "pantry" items that help consumers feel well, prepared and even a sense of security, a notion that is even more important during a crisis. Stouffer's is the #1 consumer trusted FPM Brand in the US!



SINGLE SERVE



#1 sales in U.S.



#2 sales in U.S.



#3 sales in U.S.



#4 sales in U.S.

9 – 12 oz

MULTI SERVE



#1 sales in U.S.



#2 sales in U.S.



#3 sales in U.S.



#4 sales in U.S.

Family-large size:
36-60oz

CLUB



#1 sales in U.S.



#3 sales in U.S.



#2 sales in U.S.

Club/Party size:
90oz



Good food. Good life.

Stouffer's

Multi Serve



BRAND PERFORMANCE

Stouffer's MS is the Undisputed
Category Leader

\$840MM Powerhouse Brand

#1 Trusted FPM Brand

635MM Meals Consumed Annually

	\$ SHARE
Stouffer's	60.18
Private Label	8.26
Michael Angelo's	5.80
Marie Callender's	5.66
Banquet	4.46
AO	15.64

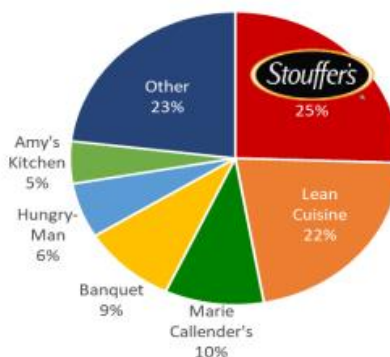
Geography: Total US - Multi Outlet + Conv Time: L52 WE 12-26-21



ONLINE SALES

Stouffer's is the Leading Force to Online
Category Success

Share of Branded Search - Frozen Meals



THE CONSUMER

The Stouffer's MS consumer over indexes with larger households with children

Household Demographics & Behavior



Boomers, Gen X, Millennials



Female & Male



Income level spans equally across spectrum



5+ Person HH with Children



Single Serve



BRAND PERFORMANCE

Stouffer's SS Driving Category Growth

\$1.1B Powerhouse Brand

#1 Trusted FPM Brand

365MM Meals Consumed Annually

	\$ SHARE
Stouffer's	26.11
Marie Callender's	24.71
Banquet	13.32
Hungry Man	6.02
Michelin's	4.28
AO	25.56

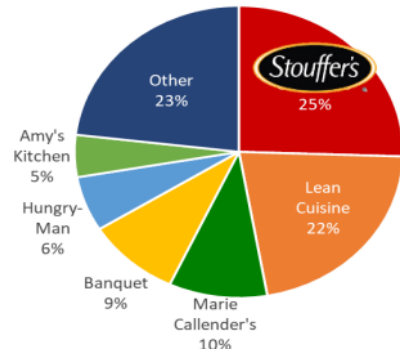
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ONLINE SALES

Stouffer's is the Leading Force to Online Category Success

Share of Branded Search - Frozen Meals



THE CONSUMER

The Stouffer's SS consumer over indexes with older males earning an income <\$30k per year

Household Demographics & Behavior



Boomers and Seniors



Male



Lower Income <\$30k



Single, No Children