

QUALITY BREAKFAST AT HOME

Thomas' Bagels + Philadelphia Cream Cheese 2024 Partnership Program

Strategy for the Shopper:

Start the morning off right with Thomas' Bagels and Philadelphia Cream Cheese. This affordable, convenient breakfast solution is the perfect alternative to hitting the drive thru! Consumers will feel good fueling up their loved ones with the quality of these #1 brands.



- #1 Brand Bagel
- 63.8% \$ Share
- 205MM Annual Unit Sales



- #1 Brand Cream Cheese
- 65.35% Share
- 255MM Annual Vol Sales



Timing:

April 17 – May 15, 2024

Featured SKUs:

- Thomas' 20 oz. Bagels
 - Everything
 - Plain
 - Cinnamon Raisin
 - Blueberry
- Thomas' Mini Bagels
- Philadelphia Soft Cream Cheese
 - 8oz. Original
 - 7.5oz Flavors

360 Activation:

- Onsite + Offsite Digital Banner Ads with Add to Cart technology
 - Specific Retailer Media
- Social Media
- Secondary Display near Philly Cream Cheese

Bagels are the #1 Usage Occasion for Cream Cheese

77% Cream cheese consumers typically pair with bagels

4% Growth of cream cheese & bagel pairing vs. 2022

Build a 2X PLUS Basket With Bagels + Cream Cheese

\$120

Avg Basket Size with Thomas' Bagels & Philly Cream cheese in the basket

\$ 55

Avg Basket size without Thomas' Bagels & Philly Cream cheese

*Circana Panel L52W data ending 12/3/23

Marketing Activation Investment Over

\$2.1MM



High Quality Breakfast At an Affordable Price

At Home or Conveniently On-The-Go

We know QSR breakfasts can be tempting, but there's something to be said about starting your day with quality. Start the morning off right with the quality and variety of Thomas' Bagels. Paired with the fresh milk and real cream of Philadelphia Cream Cheese this combo is sure to keep loved ones fueled up on a family-friendly budget.

Why preparing meals at home saves money:

- Average American family eats out 3X/week spending between \$225-\$400 on restaurant food
- Average American HH spends \$3,000/year eating out according to the Bureau of Labor Statistics
- Restaurants charge about a 300% markup on items they serve

Source: InspiringSavings.com; Save Money by eating at Home - January 2023

Source: MoneyUnder30.com; The True Cost of Dining Out (And How to Save) - February 2023

