

Artesano[®]
bakery bread

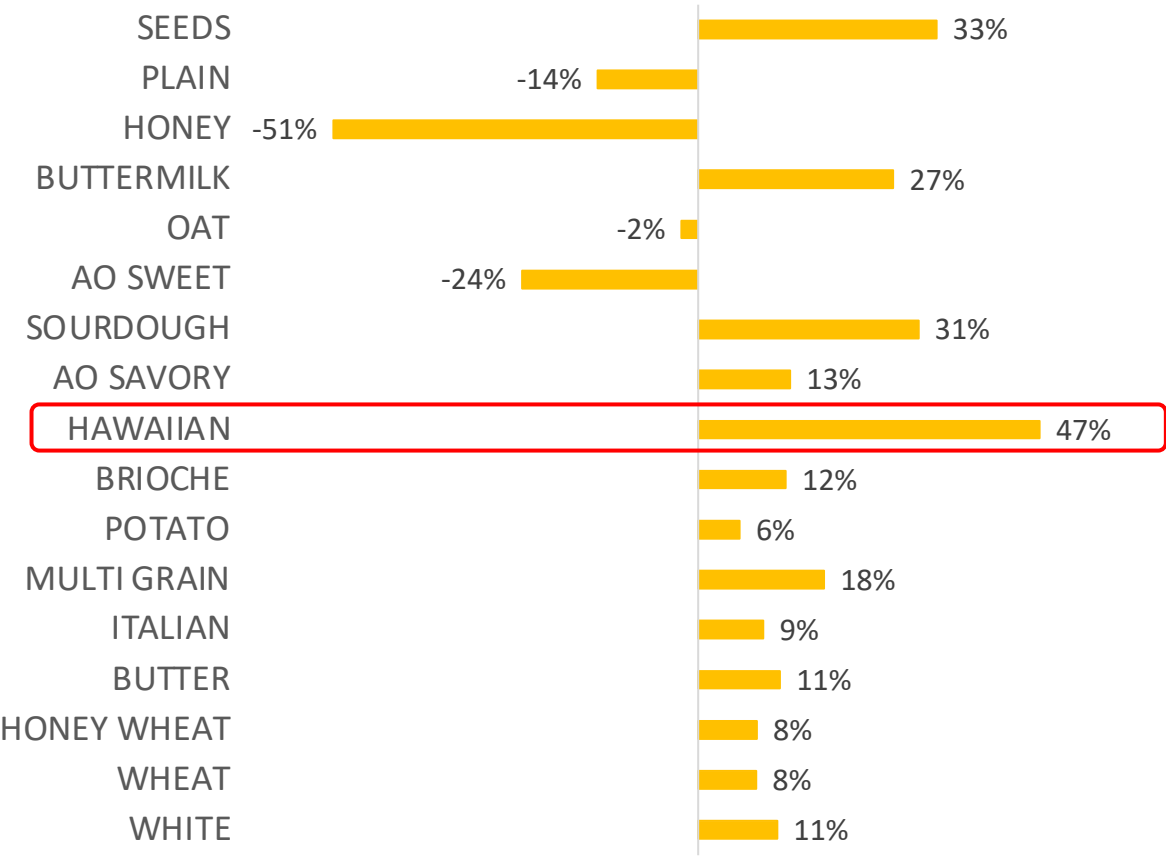
HAWAIIAN

National Launch
April 2024



Hawaiian is the fastest growing variety in Mainstream Sliced Bread Category

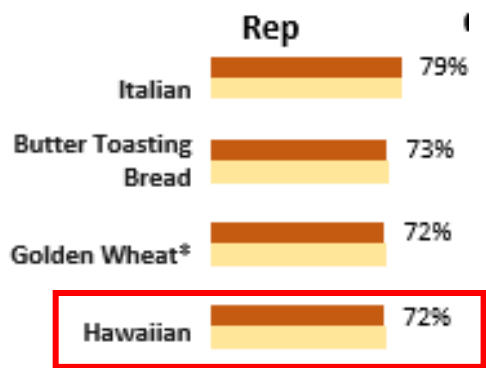
Dollar Sales Growth % vs YA
Mainstream Sliced Bread Varieties



Source: IRI Circana – Mainstream Sliced Bread In Aisle IRI US MULO+C , 52 weeks Ending Sept 10, 2023

Consumer Research Reveals that Hawaiian is regarded as good for eating every day, worth paying more for, being a family-friendly variety

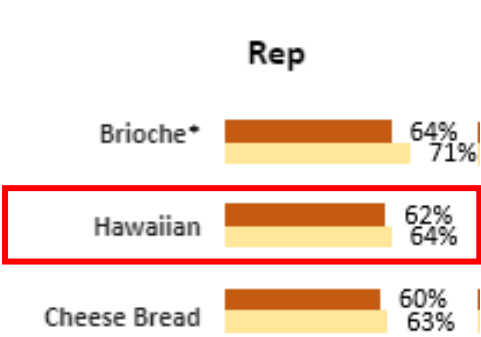
Purchase Intent Among Bread Buyers – Top Varieties



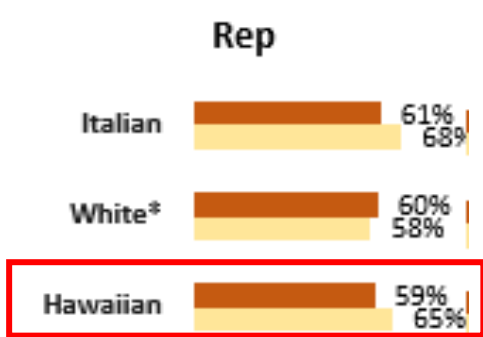
= Artesano Buyers

= Bread Buyers

When asked “Is Worth Paying More For” Hawaiian Ranked #2



When asked “Would Eat Everyday” Hawaiian ranked #3



Hawaiian Ranked #1 when asked “My Whole Family Would Enjoy”

External Sensory Test confirms that consumers prefer Artesano Hawaiian over TWO leading competitors in the Hawaiian Sliced Bread category!

**80% of Consumers Prefer
Artesano Hawaiian Bread**
vs. 20% prefer leading brand



**83% of Consumers Prefer
Artesano Hawaiian Bread**
vs. 17% prefer leading brand



Source: TRG Consumer Test: 60/40, Sample Size: 105

Artesano Hawaiian will be the first mover in Artisan Style Segment and the first to introduce packaging with recipe inspiration

Artesano Hawaiian will include an appetizing recipe shot and recipe write-up to:



Inspire new recipe ideas & consumption occasions. Consumer research indicates that **consumers prefer packs with recipe images.**



The addition of recipe imagery allows Artesano to **differentiate vs. competition**

