



Introducing Oreo® Brownie!

Oreo Brownie is a brand new item that will be a great fit into your Snack Cakes or Cookie section in store.



Cookies and Crackers category overview:

FACT: Nabisco is the #1 manufacturer of the Cookies and Crackers sold in C-stores¹.

- C-store consumers spend \$430MM² on snack cakes and \$432MM³ on cookies every year.
- The Oreo brand is the #1 Nabisco cookie brand in C-stores (+7%)⁴, and is a great fit with snack cake demographics and purchase behavior.

Brownies as a C-store commodity:

- C-store consumers spend over \$28MM each year on Brownie products⁵.
- Based on a taste test, 90% of men and 91% of young consumers expressed a purchase intent for the Oreo Brownie; young males are frequent C-store shoppers⁶.

Product details:



- Order the Oreo Brownie shipper today so that you can immediately display this new product.
- The shipper includes a tearpad with a consumer offer (save 75¢ when you buy one Oreo Brownie).

¹ NACS 52 weeks ending 04/18/09

² ConvPlanner 52 weeks ending 2/21/09

³ NACS 52 weeks ending 2/21/09

⁴ NACS 52 weeks ending 3/21/09

⁵ ConvPlanner 52 weeks ending 2/21/09

⁶ Brownie Proscreen results, 3/4/09, Slide 6



ITEM DESCRIPTION	UPC CODES	CASE COUNT	WEIGHT (LBS)	CUBE	DIMENSIONS (L x W x H)	PALLET PATTERN
Oreo Brownie 3 oz.	Item: 0 44000 02344 7 Tray: 0 44000 02345 4 Case: 1 00 44000 02345 1	72	Net: 13.5 Gross: 15.25	.9074	Item: 2.75" x 4" x 1.125" Tray: 12.5" x 4.25" x 3.75" Case: 13.25" x 9.563" x 12.375"	15 cases/tier 4 tier/pallet 60 cases/pallet

Oreo Brownie
Item UPC



Oreo Brownie
Tray UPC



Oreo Brownie
Case UPC



ITEM DESCRIPTION	UPC CODES	CASE COUNT	WEIGHT (LBS)	CUBE	DIMENSIONS (L x W x H)	PALLET PATTERN
Oreo Brownie Shipper	000 44000 02393 5	36	Net: 6.75 Gross: 9.5	.89	11.25" x 5.75" x 23.75"	24 cases/tier 3 tier/pallet 72 cases/pallet

Oreo Brownie
Shipper UPC



FIRST SHIP 8/17/09. SHIPPER AVAILABLE 9/17/09.