



**Chips
Ahoy!**

Launch

March 2023

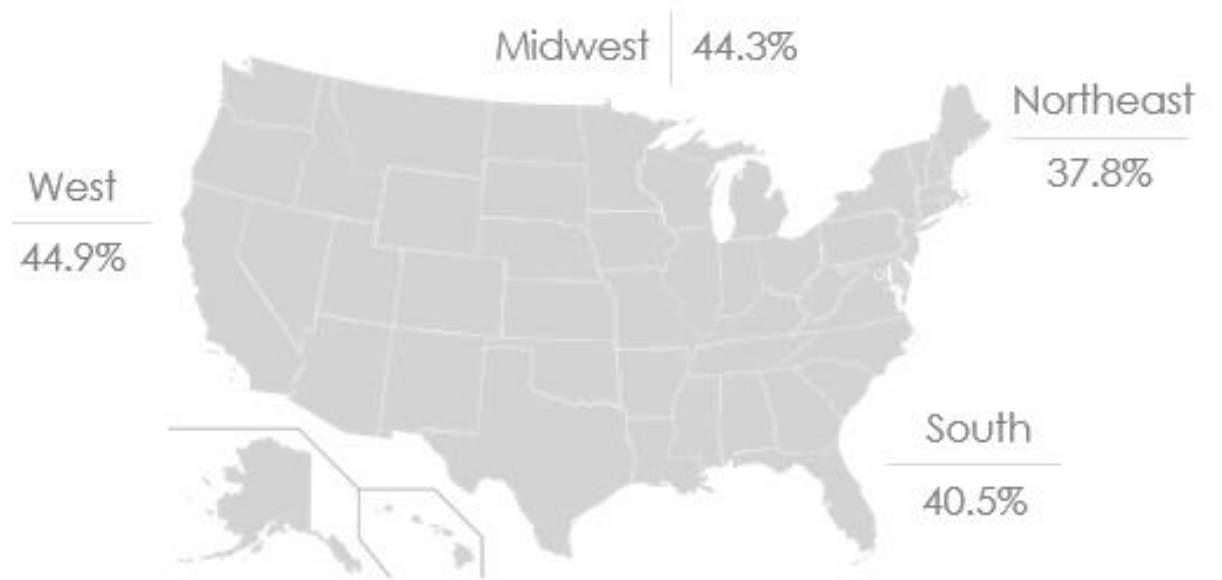
CHOCOLATE CHIP COOKIES ARE PREDICTED OUTPERFORM 94% OF
ALL OTHER FOOD, BEVERAGE AND INGREDIENTS OVER THE NEXT 4
YEARS



WHY CHOCOLATE CHIPS COOKIES ARE RIGHT FOR YOUR MENU

WHO REALLY LOVES IT?

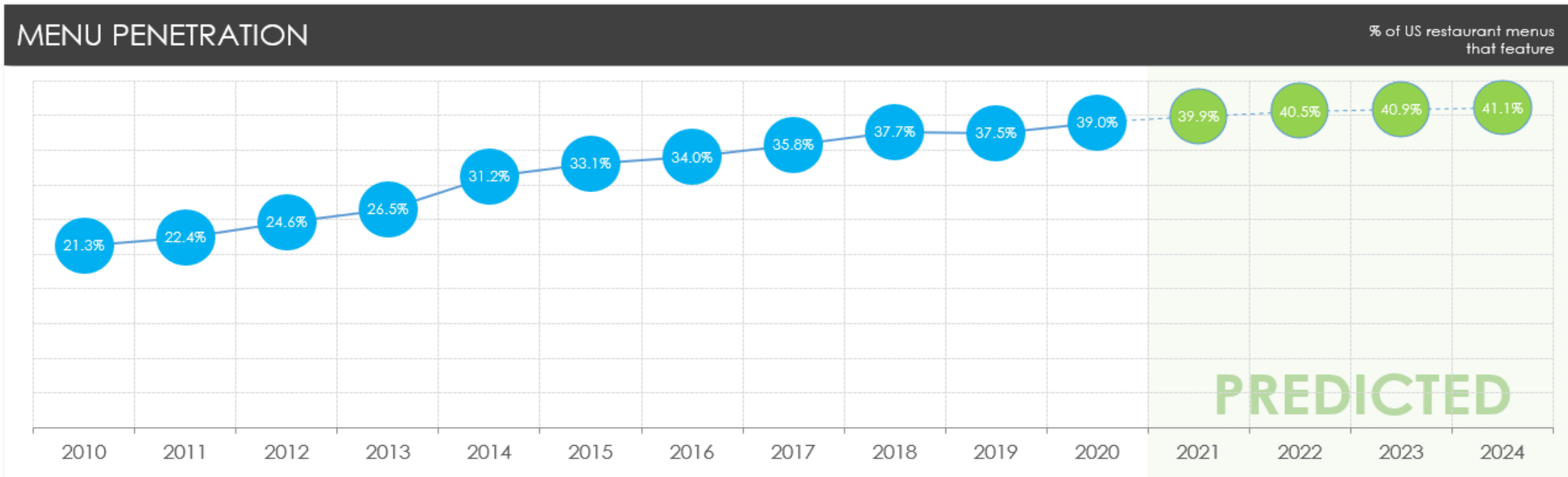
Normative indices shown
50 = avg among group



Mondelēz
International
SNACKING MADE RIGHT

CHOCOLATE CHIPS COOKIES ARE GROWING EVERYWHERE

- 39% menu penetration
- Chocolate Chip Cookies is one of the top growing sundae toppings and shake flavors
- Found Across all restaurant types
- Chocolate Chip Cookies are found on menu 2.5x more than any other cookie type



BRINGING IT TO YOUR MENU





OUTSELLS OTHER LEADING BRANDS BY A LANDSLIDE

- **Outsells the Tate's brand by 9:1 and Famous Amos brand more than 10:1 in retail¹**
- **America's Favorite Chocolate Chip Cookie:¹**
 - The number **one** brand of chocolate chip cookies¹
 - Chips Ahoy! is **growing 4x faster than the category** and the Chocolate Chip Cookie Segment⁵
 - **96% total brand awareness²**
 - 56% market share of chocolate chip cookies¹
 - More than 28% of U.S. Households purchase **CHIPS AHOY!**³
 - Strong among key patron demographics: Gen Z, Millennials, Hispanics and African Americans⁴

1. Nielsen, xAOC plus Convenience—52 weeks ending 12/26/20
2. GFK— April 2020
3. Nielsen, Multi-Outlet Household Panel—52 weeks ending 12/26/20
4. NPD Snack Track, Two Years June 2020
5. Source: Nielsen ScanTrack – Cookie Category - Total US xAOC + C – YTD P/W 3/13/21



BRANDING IS PROVEN TO DRIVE CHECK AVERAGE AND PURCHASE DECISIONS

- Branded ingredients are proven to drive purchase decisions ¹
- 33% of consumers say they like to purchase desserts made with “name-brand” ingredients at restaurants¹
- In the U.S. 37% of Best-in-Class LTOs had brand mentions.²

DINING & RESTAURANTS

Excuse Me While I Dunk My Face Straight Into McDonald's New Chips Ahoy! McFlurry

PS POPSUGAR 08-25 Follow



Mondelez
International
SNACKING MADE RIGHT

WHAT DOES CHIPS AHOY! MEAN FOR YOUR BOTTOM LINE?

CUSTOMER NAME current OREO® Cookie
Pieces Business*

\$ENTER CUSTOMER TOTAL HERE

Potential **CUSTOMER NAME** Chips Ahoy!
Revenue

\$ENTER CUSTOMER TOTAL HERE

Total size of OREO and Chips
Ahoy! brands in the US

Chips Ahoy! is
47% of the size of
OREO

OREO
\$1.7B

Chips Ahoy!
\$800MM



Current Business is average of 2019 and 2020 to account for business impacts of COVID

CHUNKY CHIPS AHOY! NEW ITEM SPECS



Case Pack	12/1 lb. Bags
MFG Case Code	19320 00239
Case GTIN	100-19320 00239-4
Case Dimensions	12.25" x 9.44" x 9.5"
Case Net Weight	12 lbs.
Case Gross Weight	12.74 lbs.
Ti/Hi	15/4
Bag GTIN	000-1932000240-3
Bag Bar Code	019320002403
Bag Dimensions	10.5" x 6" x 0.75"
Bag Net Weight	1 lb.
Bag Gross Weight	1.01 lbs.
Shelf Life	210
Country of Origin	United States
Kosher	OU-D
Ingredient Statement	
UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE {VITAMIN B1}, RIBOFLAVIN {VITAMIN B2}, FOLIC ACID), SEMISWEET CHOCOLATE CHUNKS (SUGAR, CHOCOLATE, DEXTROSE, COCOA BUTTER, MILK, SOY LECITHIN), SUGAR, CANOLA OIL, SEMI SWEET CHOCOLATE CHIPS (SUGAR, CHOCOLATE, COCOA BUTTER, DEXTROSE, MILK, SOY LECITHIN), PALM OIL, LEAVENING (BAKING SODA, AMMONIUM PHOSPHATE), MOLASSES, HIGH FRUCTOSE CORN SYRUP, WHEY, SALT, SOY LECITHIN, CARAMEL COLOR, ARTIFICIAL FLAVOR. CONTAINS: WHEAT, MILK, SOY.	

Nutrition Facts	
about 16 servings per container	
Serving size	1/4 cup (29g)
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 7g	9%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 65mg	3%
Total Carbohydrate 19g	7%
Dietary Fiber less than 1g	3%
Total Sugars 10g	
Includes 10g Added Sugars	20%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 1.4mg	8%
Potassium 50mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

SUPPORT



APPENDIX



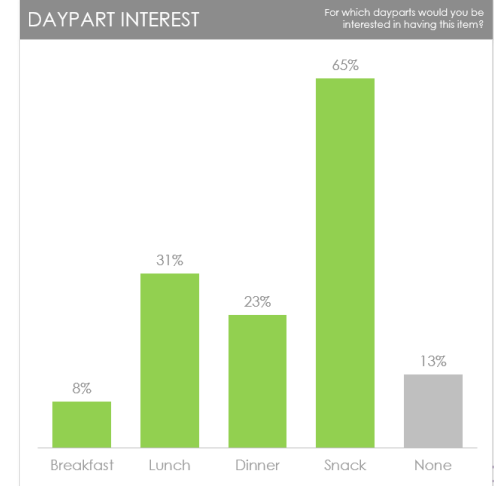
Chips Ahoy! Caramel Sundae

consumer response

source: Datassential SCORES™

DESCRIPTION:

Caramel Sundae with Soft Serve Vanilla Ice Cream topped with Chips Ahoy! Pieces

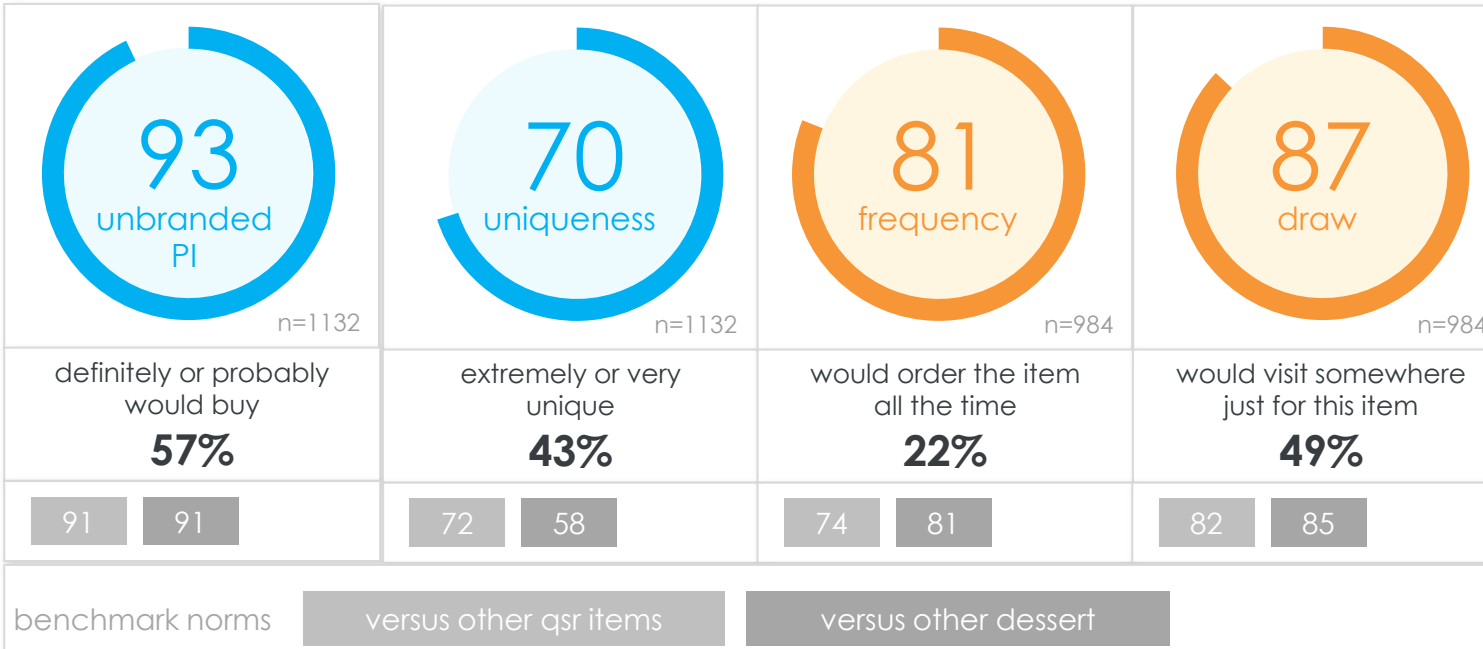


PERFORMANCE OVERVIEW:

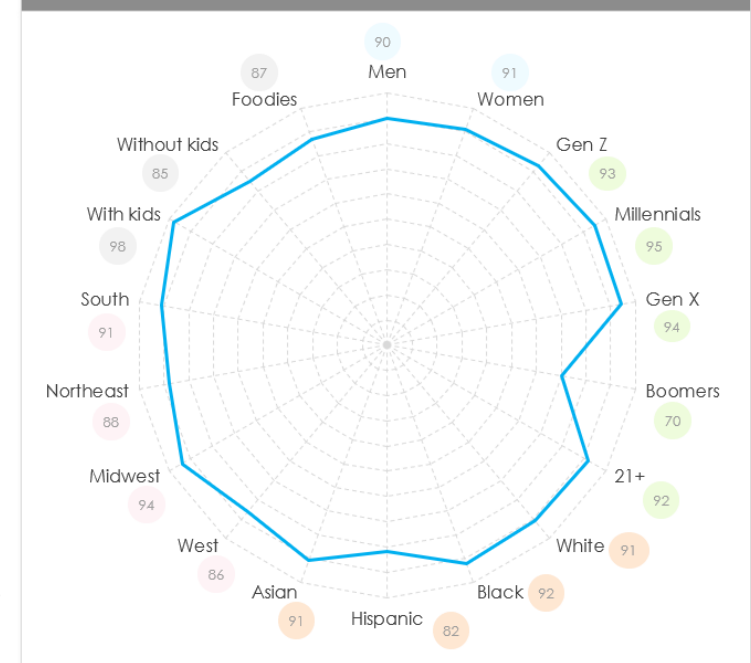
- Very strong purchase interest; outperforms 93% of all other items and 91% of other Desserts
- Generally unique, but not particularly differentiated
- Ability to drive visitation; outperforms 87% of all other items in draw
- An item consumers would have all the time (high frequency)



norms reflect comparison to all items
100 = max possible score



INTEREST BY CONSUMER TYPE



Chips Ahoy! Caramel Waffle Cone Sundae

consumer response

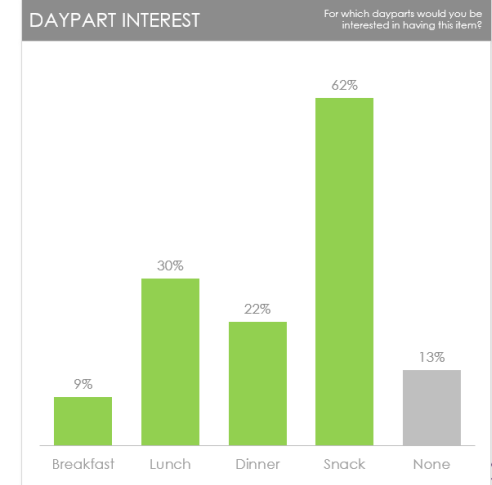
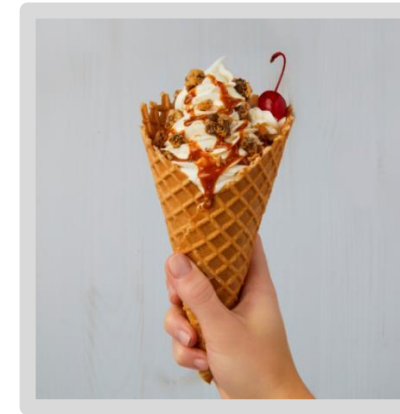
source: Datassential SCORES™

DESCRIPTION:

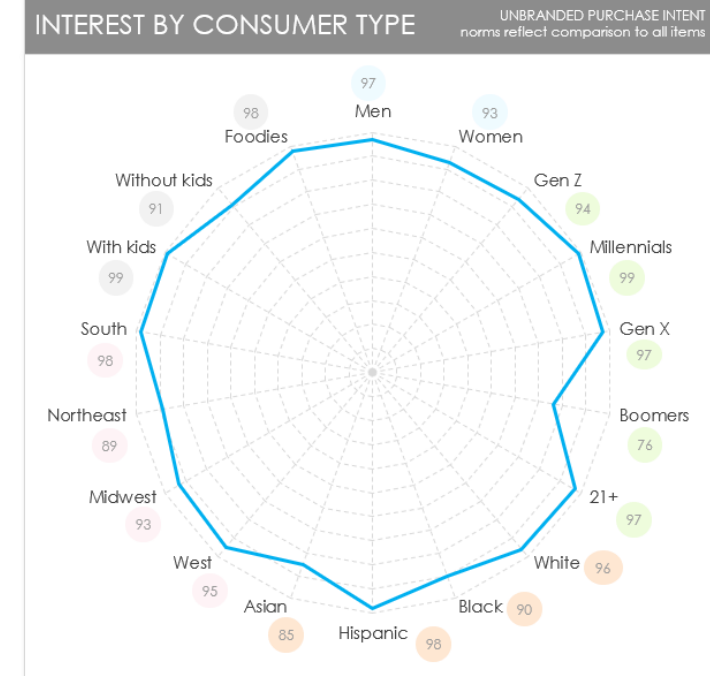
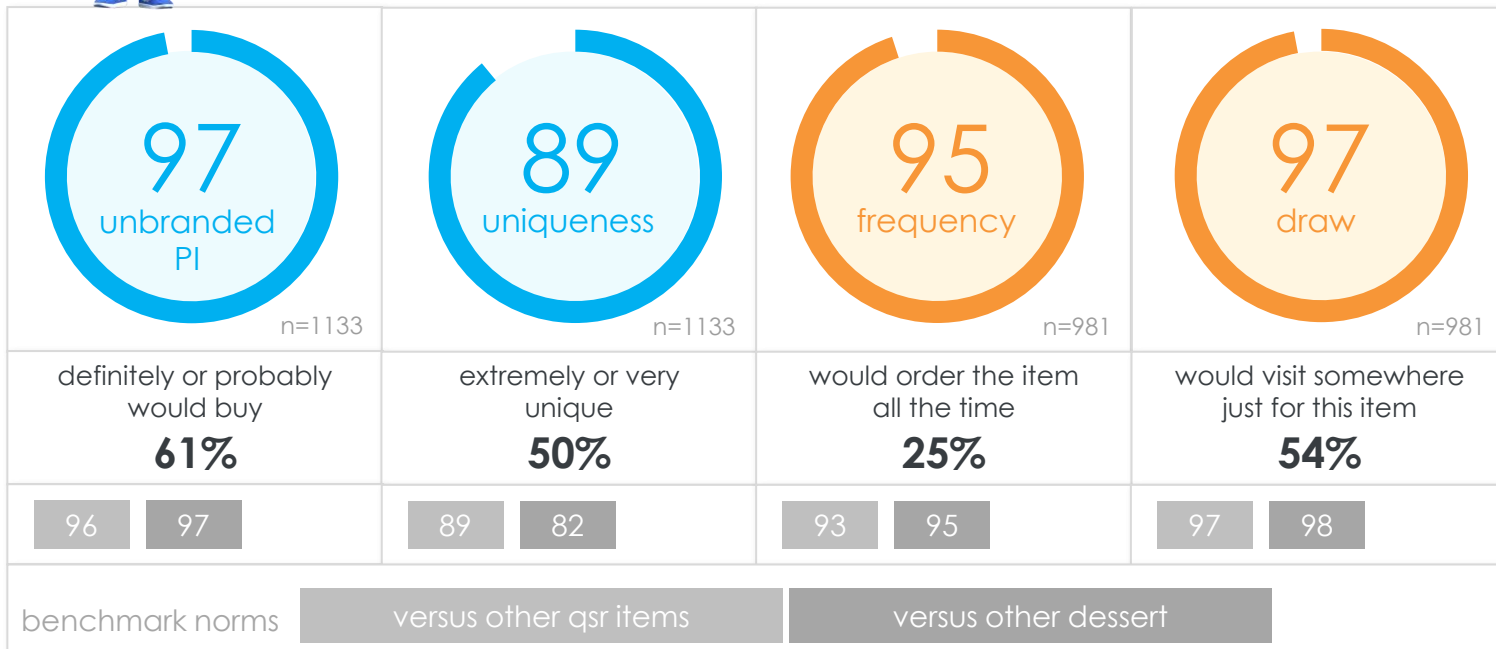
All the goodness of a Chips Ahoy! Caramel Sundae served in a waffle cone for the extra layer of flavor and fun. Topped with a button of whipped cream and a cherry.

PERFORMANCE OVERVIEW:

- Exceptionally strong purchase interest; outperforms 97% of all other items and 97% of other Desserts
- Perceived as very unique; surpasses 89% of all other items
- Achieves high marks for both purchase intent and uniqueness
- Ability to drive visitation; outperforms 97% of all other items in draw



norms reflect comparison to all items
100 = max possible score



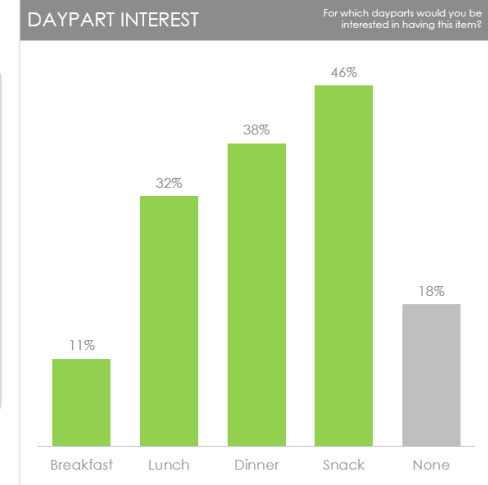
Chips Ahoy! Cheesecake

consumer response

source: Datassential SCORES™

DESCRIPTION:

Delicious Cheesecake made with Chips Ahoy! pieces with a drizzle of Hot Fudge or Caramel and topped with Chips Ahoy! Cookie Pieces.

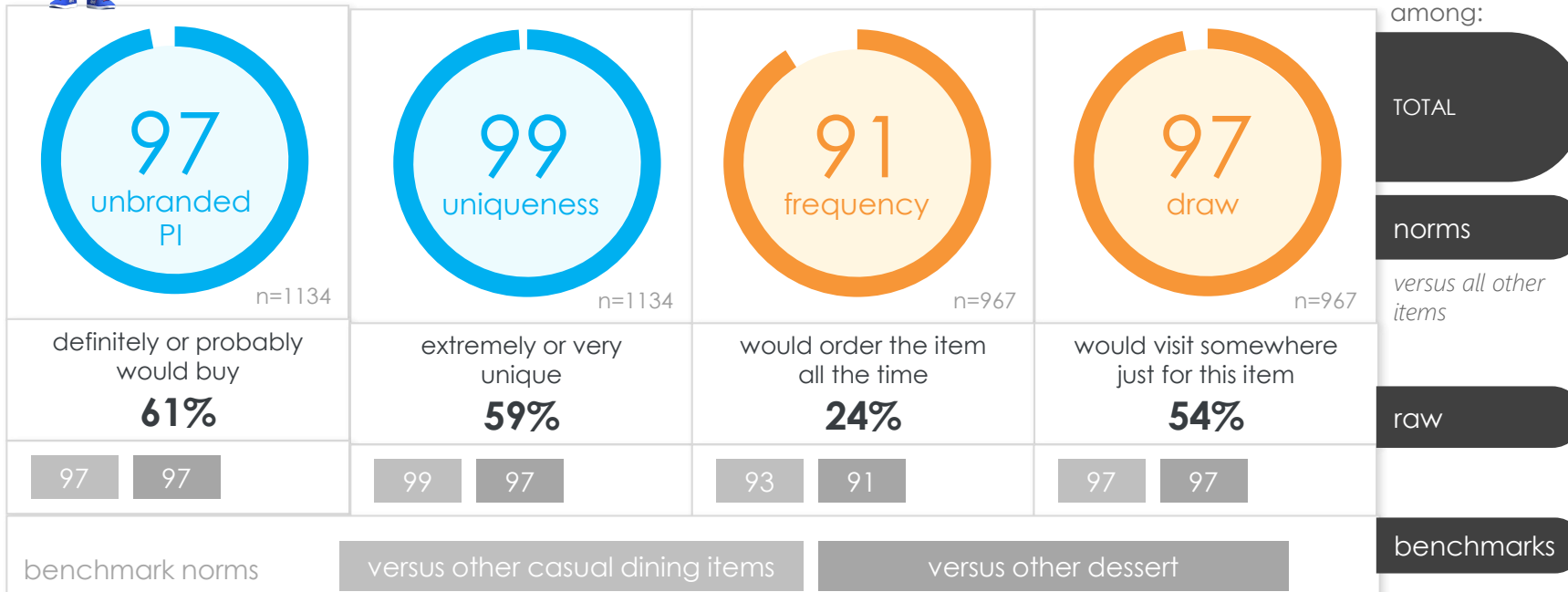


PERFORMANCE OVERVIEW:

- Exceptionally strong purchase interest; outperforms 97% of all other items and 97% of other Desserts
- Perceived as exceptionally unique; surpasses 99% of all other items
- Achieves high marks for both purchase intent and uniqueness
- Ability to drive visitation; outperforms 97% of all other items in draw

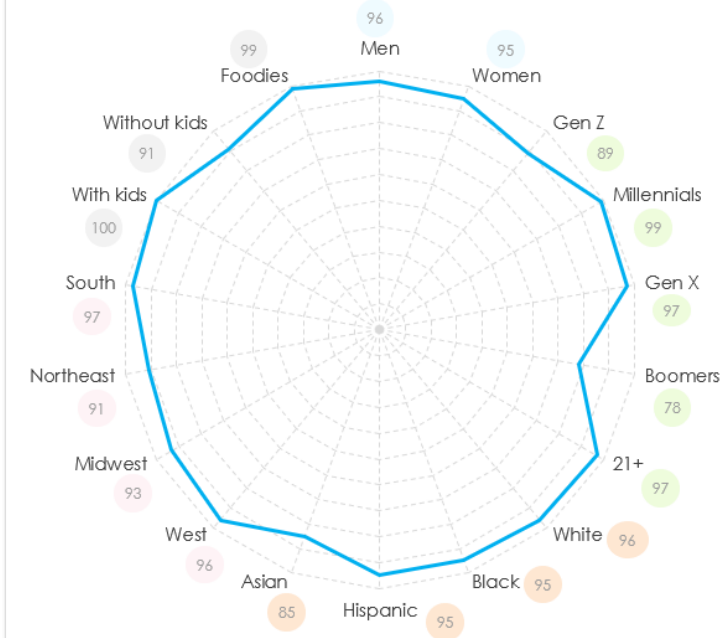


norms reflect comparison to all items
100 = max possible score



INTEREST BY CONSUMER TYPE

UNBRANDED PURCHASE INTENT
norms reflect comparison to all items





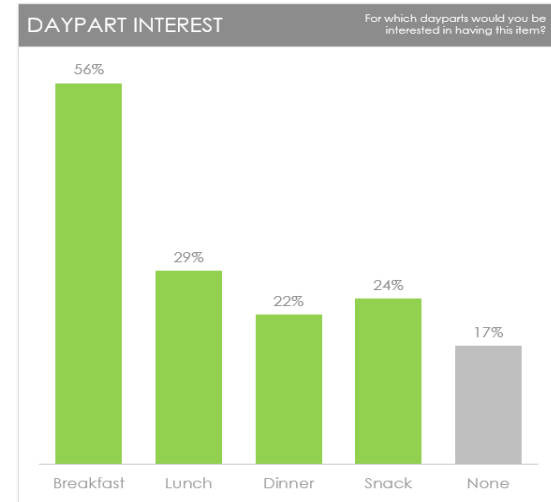
CHIPS AHOY! French Toast

DESCRIPTION:

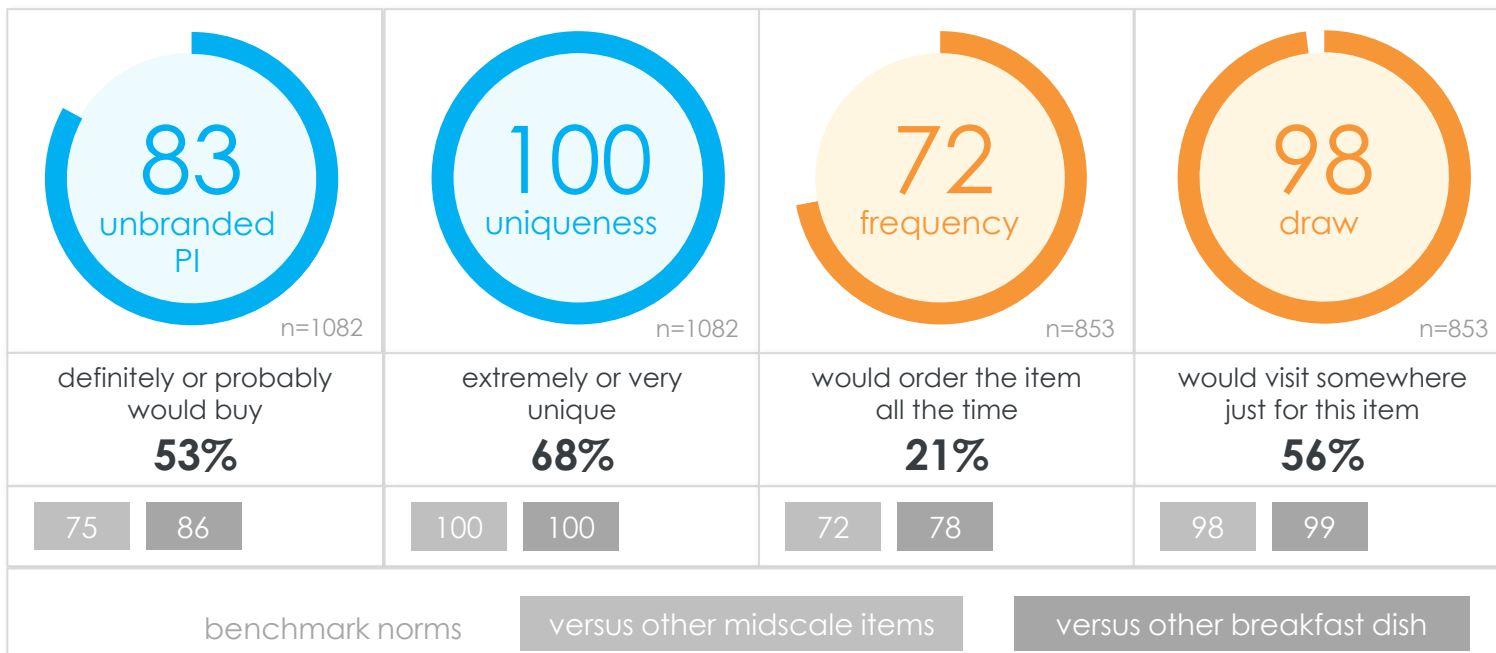
This thick-cut toast boasts warm, classic chocolate chip cookie flavor in every bite, thanks to CHIPS AHOY! Cookie Pieces baked right into the bread. Soaked in a fresh vanilla custard and topped with crumbles of CHIPS AHOY! Cookies, its sweet, rich flavor offers the perfect dish to tap into the all-day breakfast trend.

PERFORMANCE OVERVIEW:

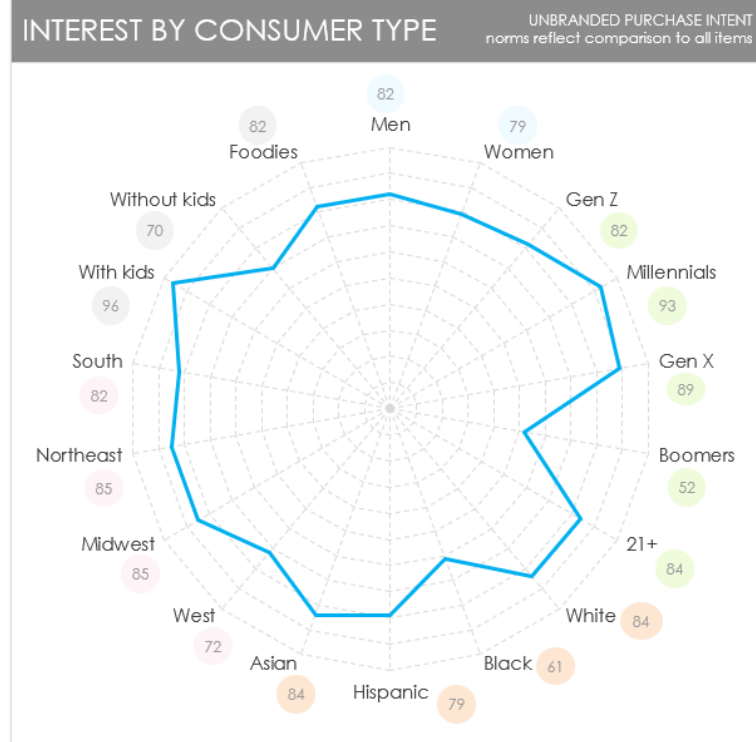
- Strong purchase interest; outperforms 84% of all other items and 86% of other Breakfast Dishes
- Perceived as exceptionally unique; surpasses 100% of all other items
- Achieves high marks for both purchase intent and uniqueness
- Ability to drive visitation; outperforms 98% of all other items in draw



norms reflect comparison to all items
100 = max possible score



among:
TOTAL
norms
versus all other items
raw
benchmarks



Thank you!



**Chips
Ahoy!**

Here for Happy

