



FAMILY **PA** OWNED
ROOTED
in **FLAVOR**
SINCE 1946

HERR'S®

WHO ARE HERRS?

LARGEST FAMILY OWNED SNACK COMPANY IN THE UNITED STATES

POPULAR, UNIQUE FLAVOURS OF AMERICA

MADE WITH REAL CHEESE

OVEN BAKED, NOT FRIED

LIGHT, FLUFFY, MELT-IN-YOUR MOUTH TEXTURE

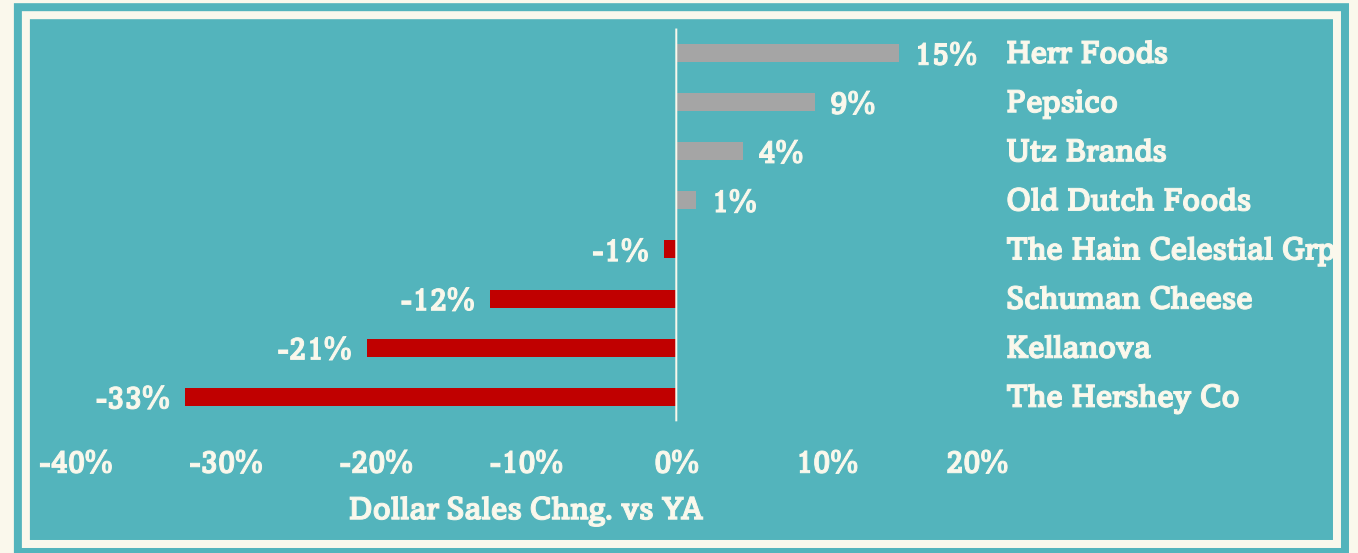
NO ARTIFICIAL COLOURS

GLUTEN FREE & VEGETARIAN FRIENDLY



Second Fastest Selling & Fastest Growing Cheese Snack *in the* United States

Parent Co's	\$ Sales	Velocity
All Parent Co's	4,043,405,476	46.65
Pepsico Inc	3,305,247,363	39.09
Herr Foods Inc.	51,660,409	3.64
Old Dutch Foods Inc.	12,459,873	3.62
Utz Brands Inc.	157,087,577	3.14
Kellanova	192,715,557	2.65
Private Label	122,575,433	2.42
Arca Continental	17,669,732	1.86
The Hain Celestial Grp Inc.	46,504,755	1.38
Schuman Cheese	36,595,406	1.23
The Hershey Co.	17,792,417	1.07



Herr's Portfolio of *Bold* Flavored Products Delivers on What Consumers are *Looking For* Today!

Bold Flavors are snacking fan favorites
- 83% of Consumers want snacks that have the flavor they prefer.

Snacking is fun and indulgent - 62% of consumers want snacks that are fun to eat.

Consumers are willing to take risks with snack flavors - More than 42% of consumers in a recent Mintel survey said they are eating more salty snacks than last year and more than a third said they are trying new/exciting flavors.

The undeniable popularity of heat - In a competitive environment where brands are fighting for their share of occasions, many are using the intrigue of trending pepper varieties to create unique spicy taste experiences once dominated by jalapeno or habanero. Young consumers between the ages of 25 – 34 show the highest preference (31%) for Hot and spicy.

Need an assortment of everyday and unique flavors to grow your snack sales the fastest - Variety and exciting flavors are driving unit % growth for snacks while the tried-and-true flavors are driving the most dollar sales across the universe.

HERR'S[®]

HERRS CHEESE CORE CURL RANGE



170g Herrs Cheese Curls

- Jalapeno
- Buffalo Blue Cheese

28g Herrs Cheese Curls

- Jalapeno
- Carolina Reaper
- Honey Cheese



HERRS ACTIVITY CALENDAR

SEPTEMBER & OCTOBER

NOVEMBER

DECEMBER

Video Watch
=
500 POINTS

1,000 Points avail per Outlet per Herrs 28g NPD Featured product
4,000 Points avail when complete Training

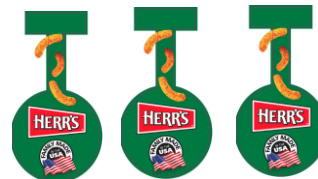
Download
BLAD =
200
POINTS



DEALS & STEALS



170g Range in State
Catalogues



WOBLER Oct & Nov

\$2.50 per Store
Placement



28g Range in National
Catalogue



Download
RESOURCE =
300
POINTS

Larger Branch Reps -Top 3 Greatest Distribution Gains by 170g Distributions over Sep-Oct win \$250 each
Smaller Branch Reps -Top 3 Greatest Distribution Gains by 170g Distributions over Sep-Oct win \$250 each