

NEW

FOR A
**LIMITED
TIME
ONLY**



**ORDER
NOW**



TURN YOUR WORLD BLUE

Limited
Time Only

Bringing sweet
back to Twisties
in 2025



\$778k

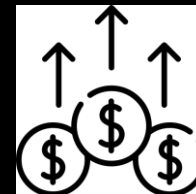
\$1.6m

Source: Circana Scan 104 wks to 30-06-24.
Total Dollar Sales | National Convenience + Grocery

Twisties' JLs are
highly incremental
to Salty

>50%

Incremental
Category Sales (\$)



Source: Circana Shopper Panel 4wks to 11/06/24.
Incremental Spend on Twisties Ramen 250g + 80g

Going beyond
flavour to bring a
unique experience
and engage Gen Z
shoppers



i120

Twisties JL/LTO over
index with pre-family
shoppers.

Total Twisties is i82

Source: Circana Shopper Panel MAT 16-06-24

Grow core sales



PRODUCT DESCRIPTION	SKU CODE	APN	TUN	AVAILABLE
TWISTIES BT&SR BLUBERY 80G 23X	320036673	9310015258442	19310015258449	7/04/2025

UNLEASH
THE
*Flamin' Hot*TM



Australia's number one brand has a brand-new flavour and it's

Flamin' Hot™

CAN YOU HANDLE THE HEAT?

Limited Time Only



Flamin' Hot
Is a winning
flavour in
impulse



3.2 2.7

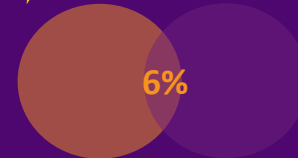
Flamin' Hot run rates are
85%
of Cheese Supreme after
only 6M in market

Source: Circana National Convenience Scan
Data CYTD 30/06/24

Smith's Double
Crunch and
Flamin' Hot
Over Indexes with
Teens

Source: Circana Shopper Panel MAT 16-06-24
Doritos FH 150g | Total Double Crunch Sharing

Low cross shop
between Total
Smith's DC &
Doritos
Flamin' Hot



Source: Circana Shopper Panel MAT 16-06-24
Doritos FH 150g & Total Smith's DC | % of
Customers

Flamin' Hot
Also
Available



PRODUCT DESCRIPTION	SKU CODE	APN	TUN	AVAILABLE
SMT DBL CRNCH FLM HOT CH 80G	320036820	9310015258688	19310015258685	21/04/2025
SMT DBL CRUNCH FLM HOT CH 150G	320036770	9310015258466	19310015258463	31/03/2025

8 PACKS NOW AVAILABLE!



DELETED

320003471 SMT CRINK
ORIG 6PK 114G 12X



NEW

320035857 SMT CRINK
ORIG 8PK 152G 8X



DELETED

320003481 SMT CRINK
S&V 6PK 114G 12X



NEW

320035856 SMT CRINK
S&V 8PK 152G 8X



DELETED

320028612 SMT CRINK
CHS&ON 6PK 114G 12X



NEW

320028612 SMT CRINK
CHS&ON 8PK 152G 8X



DELETED

320003520 TWISTIES CHS
6PK 114G 12X



NEW

320035910 TWISTIES
CHEESE 8PK 152G 8X



DELETED

320031363 DORITOS CHS
SUP MP5 95G 6X



NEW

320035912 DORITOS CHS
SUP 8PK 152G 8X



DELETED

320029005 GW SR
CR&CH 5PK 110G 6X



NEW

320035913 GW
SC&CHIVES 8PK 176G 8X



DELETED

320026529 CHEETOS
MINI PUFFS 5PK 75G 12X



NEW

320035645 CHEETOS
PUFFS 8PK 96G 8X



DELETED

320026529 CHEETOS
MINI PUFFS 5PK 75G 12X



NEW

320035645 CHEETOS
PUFFS 8PK 96G 8X



NEW

320035911 TWISTIES
CHICKEN 8PK 152G 8X

8 PACKS NOW AVAILABLE!



DELETED

320004970 PARK KIDS
SALT 6PK 150G 12X



DELETED

320021781 COOL PAK
ORIGINAL 16PK 208G 6X



DELETED

320031522 TOOBS 5PK
65G 5X



NEW

320035914 PARKERS
PRETZEL 8PK 200G 8X



NEW

320035915 SB POPCORN
SEA SALT 8PK 80G 8X



Now in an
**8 pack
box**

**More packs,
more snacks**