

# CHEEZ-IT<sup>®</sup>

## THE CRACKER CATEGORY LEADER

**45.2%**  
CATEGORY  
LEADER<sup>1</sup>

**3.6%**  
4-YEAR  
CAGR<sup>1</sup>

**54.8%**  
HHP<sup>1</sup>

**\$1B**  
CRACKER  
BRAND<sup>2</sup>

**#1**  
CRACKER  
\$ SHARE<sup>2</sup>

**#1**  
REPEAT &  
BUY RATE<sup>2</sup>

### A GREAT TASTING TRAFFIC DRIVER

Cheez-It<sup>®</sup> has a bold, cheesy taste and texture that appeals to kids and adults alike. Made with 100% real cheese, it's the salty snack that's a cultural icon, with a buy rate 30% higher vs key competitors, and a repeat rate of 86%.<sup>2</sup>

### AN INNOVATION LEADER IN THE CATEGORY

Cheez-It<sup>®</sup> is consistently innovating to bring fresh flavors and textures to the consumer - all with an unmistakable and iconic Cheez-It<sup>®</sup> taste profile.<sup>2</sup>

CHEEZ-IT  
**SNAP'd**  
cheesy, thin & crispy

CHEEZ-IT  
**GROOVES**

CHEEZ-IT  
**Snack MIX**

CHEEZ-IT  
**CRUNCH**

CHEEZ-IT  
**DUOZ**

