



CHEESY, CRUNCHY SATISFACTION.

ALL CHEEZ-IT® VARIETIES ARE EXPERIENCING **EXPLOSIVE GROWTH** COMPARED TO LAST YEAR²:



#1 CRACKER BRAND¹
WITHIN C-STORES



**CHEEZ-IT® IS CRACKER
SHARE LEADER WITH 67%
SHARE OF THE CATEGORY²**



**CHEEZ-IT® HAS HAD 66%
DOLLAR GROWTH OVER
THE LAST 4 YEARS³**



**HIGHEST ACV IN
CONVENIENCE CRACKERS⁴**

FOR MORE INFORMATION, CONTACT YOUR KELLANOVA SALES REPRESENTATIVE, OR VISIT [KELLANOVAAWAYFROMHOME.COM](https://www.kellanovawayfromhome.com)

1. Nielsen Discover Total US Conv Unit Sales, Latest 52 Wks - w/e 03/09/24 2. Specialty Distributor L12M Ending Dec 2023

3. Nielsen Connect, Total US Conv, Calendar Year 2018-2022, Latest 12 Weeks w/e 8/12/23 4. Nielsen Discover, Total US Conv during Cal Yr 2023 - w/e 12/30/23 ©2024 Kellanova

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Away From Home