

ALL CHEEZ-IT® VARIETIES ARE EXPERIENCING E



FOR MORE INFORMATION, CONTACT YOUR KELLANOVA SALES REPRESENTATIVE, OR VISIT KELLANOVAAWAYFROMHOME.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







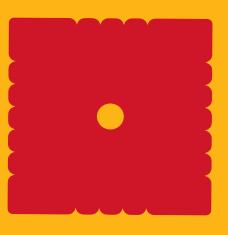
#1 CRACKER BRAND¹ WITHIN C-STORES



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