



THE POWER OF



BRAND PENETRATION¹
(within Total US Conv)



REPEAT RATE¹
(within Total US Conv)



Pop-Tarts[®] has had 4 straight years of growth to be a \$9MM business³



Pop-Tarts[®] has 40% share of the breakfast category³



PROUDLY BAKED IN THE USA

Pop-Tarts[®] Frosted Strawberry 2ct. has the **HIGHEST ACV** in Portable Wholesome Snacks at **94%²**

Pop-Tarts[®] Strawberry and Brown Sugar Cinnamon have the **HIGHEST DOLLAR TURNS** in the Breakfast Category³

Pop-Tarts[®] Frosted Strawberry 2ct. IS THE TOP SELLING BAR WITHIN THE BARS CATEGORY GROWING 13.5%⁴



For more information, contact your Kellanova Sales Representative, or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

1. Nielsen Total US Conv, Latest 52 w/e 11/4/23
2. Ranking in % ACV Reach, Nielsen Discover, Total US Conv Latest 52 Wks - w/e 03/02/24
3. Circana, Total Enterprise Calendar Year 2018-2022
4. Specialty Distributor L12M ending Dec 2023

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Away From Home