



SWEET SATISFACTION IN EVERY BITE



ELEVATED EXPERIENCES

WITH ELEVATED FLAVORS & TEXTURES IS A

MACRO TREND THAT ALIGNS WITH
TOP SNACKING¹

4^x

FOUR TIMES AS LARGE
IN DOLLAR SALES AS THE NEXT
COMPETITIVE BRAND²

2^x

**RICE KRISPIES TREATS[®] IS TURNING
TWO TIMES FASTER**
THAN THE NEXT COMPETITIVE BRAND¹

