

CHEESY, CRUNCHY, SATISFACTION

MADE WITH 100% REAL CHEESE.

WHAT CONSUMERS ARE SEARCHING FOR

CHEEZ-IT
baked snack crackers

IS THE

#1 CRACKER BRAND

47.9%³

CHEEZ-IT® HAS CONSISTENTLY BROUGHT

**STRONG SUSTAINABLE
INNOVATION**

DUOZ | GROOVES | SNAP'D | PUFF'D

CHEEZ-IT® IS AHEAD OF THE COMPETITION

CHEEZ-IT
cheesy, thin & crispy
SNAP'd

OUTPACING CRACKER
CATEGORY GROWTH BY
10 POINTS⁴

**88% OF CONSUMERS
ARE MAINTAINING OR INCREASING
THEIR PRE-COVID SNACKING.**¹

CHEEZ-IT
baked snack crackers
**HIGHEST ACV
IN CONVENIENCE
CRACKERS**²

CHEEZ-IT® PERFORMS!

CHEEZ-IT® HAS CONTRIBUTED
TO **OVER 57%** OF THE
CRACKER CATEGORY GROWTH OVER
THE PAST 52 WEEKS.¹

ALL SUB-BRANDS OF CHEEZ-IT®
ARE GROWING AT **9+ POINTS**,
PROVING GROWTH WHEN INCLUDING
ALL VARIETIES IN SETS.¹



CHEEZ-IT®

BAKED, NEVER FRIED

1. Nielsen Connect, Total US Conv, YTD w/e 9/17/22
2. Mintel Food Packaging Trends, July 2020
3. Nielsen C-Store 52 weeks ending 7/16/22
4. \$ Sales - Nielsen Total US Conv. 52w 10/22/22
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