



POP-TARTS® STRAWBERRY 2CT. HAS THE HIGHEST ACV IN PORTABLE WHOLESOME SNACKS IN CONVENIENCE AT 94.4%<sup>1</sup>



#1 BRAND PENETRATION<sup>2</sup>



#1 REPEAT RATE<sup>2</sup>



**+24.8%**  
YTD IN CONVENIENCE<sup>2</sup>



MORNING DAYPART IS STILL IMPORTANT AS IT REPRESENTS NEARLY  
**37%** OF ALL OCCASIONS<sup>2</sup>



**16.7%**

OUTPACING CATEGORY GROWTH BY 16.7%<sup>3</sup>



PROUDLY BAKED IN THE USA



BRAND APPLIES TO A VARIETY OF DAYPARTS, AS BOTH 2CT. AND BITES FORMATS ARE GROWING YTD  
**+22.6%** and **+44.9%** RESPECTIVELY<sup>2</sup>

**POP-TARTS®** TO TOAST OR NOT TO TOAST?



1. Ranking in % ACV Reach - Nielsen Total US Conv. 52w 10/22/22  
2. Nielsen Connect, Total US Conv. YTD w/e 9.17.22  
3. Nielsen C-Store 52 weeks ending 7/16/22  
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