

## Consumer Snacking is on the Rise

**2.7**  
SNACKS  
PER DAY

ON AVERAGE,  
CONSUMERS ARE SNACKING  
2.7 TIMES PER DAY

with an uptick in 5+ snacks per day  
(up 3 points vs. 2016)<sup>1</sup>



## Industry Leader of the Pack



Rice Krispies Treats®  
Original Big Bar is the

**#1 BAR WITH OVER  
\$25MM IN SALES<sup>1</sup>**  
over the past 52 weeks

**97.1% ACV REACH  
IN C-STORE<sup>1</sup>**

**RICE KRISPIES TREATS®  
BIG BAR ORIGINAL TURNS  
45% FASTER**

than the next leading competitive  
bar in the treat bar space<sup>2</sup>

**#1**

**#1 SELLING PORTABLE  
WHOLESOME SNACK  
IN CONVENIENCE<sup>4</sup>**

**RICE KRISPIES TREATS®  
BIG BAR ORIGINAL IS  
57% MORE VALUABLE**  
per point of distribution than  
the next leading competitor  
in the treat bar space<sup>2</sup>

A little love  
when it's needed.



## C-Store Snacking Growth

**2X**

Rice Krispies Treats®  
is nearly  
**2x as large as the  
next treat bar brand<sup>2</sup>**



**Over 50%  
of C-Stores  
are carrying  
Dunk'd innovation<sup>2</sup>**



# RICE KRISPIES TREATS®

Treat yourself.

For more information please visit [www.KellanovaAwayFromHome.com](http://www.KellanovaAwayFromHome.com)