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WHAT'S NEW: New Flavors for goodnessknows® snack squares

- Blueberry & Almond
- Mixed Berry & Almond
- Strawberry & Peanut

DESCRIPTION: Building on its 2015 national launch, gluten-free goodnessknows® snack squares adds three new flavors to its popular line up that combines fruits, whole nuts and dark chocolate. The new varieties -- Blueberry & Almond, Mixed Berry & Almond and Strawberry & Peanut – reflect the most popular flavors in the top berries in the country.

With four individual squares per pack -- ideal for share-ability or portion-ability -- goodnessknows® snack squares satisfy a consumer need not addressed by any other snack bar on the market. Also exclusive to the category is the 100 mg. of natural cocoa flavanols – “the good stuff in dark chocolate” – that is within each serving of goodnessknows®.

The three new flavors join the portfolio, which includes Cranberry, Peach & Cherry and Apple.

BRAND/PRODUCT INSIGHTS:

- The Better-For-You (BFY) Snack Bar Category is exploding, with projected sales of \$6.8 billion by 2019 and a 5-year CAGR of 5%.¹ It is one of the few consumable categories that is growing in both units and in dollars.
- Within the first three months of its national launch, goodnessknows® became the #3 largest brand among 100+ brands in the singles pack-type of the BFY Snack Bar Category.²
- goodnessknows® is among the fastest-selling BFY Snack Bars in the Convenience Channel.²
- Almonds are the #1 liked nut in the U.S.³

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| KOSHER CERTIFIED? | Yes |
| AVAILABILITY: | Convenience Store, Drug, Mass, Grocery, Value |
| DATE AVAILABLE: | December 2016 |
| SUGGESTED RETAIL PRICE: | \$1.59 - \$1.99, 1.2-ounce singles \$4.99 - \$6.99 for a five-pack carton |
| SHIPPING/DISPLAY INFORMATION: | goodnessknows® Singles: 12 Ct. / 4 per Case goodnessknows® Multipack: 5 Ct. Case /6 per Case <ul style="list-style-type: none">• Singles Floorstand 120 ct.• Singles Counter Unit 48 ct.• Singles Hanging Unit 72 ct.• Multipack Floorstand 48 ct. |

¹Nielsen BFY Segment \$ Sales Change, Calendar Year 2011-2015

²Nielsen BFY Segment \$ Sales, XAOC incl. Convenience 4 WE 3.26.16

³NPD Group/Snack Track 2014

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