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## **goodnessknows® Brand -- FACT SHEET**

The six flavors of goodnessknows® snack squares are crafted to perfectly pair fruits, whole nuts and dark chocolate. 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®.

Snacking is increasing as people move to more frequent micro meals due to health concerns and on-the-go lifestyles. goodnessknows® Brand uniquely delivers on consumers’ need for a snack that tastes great AND that is a smart choice.

Available in six flavors, each goodnessknows® pack has 150 calories – about 40 calories per square – and contains no gluten, artificial flavors, colors, or sweeteners and no high fructose corn syrup.

Available in Single Bars (1.2 ounce) and Five-pack cartons (5 - 1.2 ounce):

- **NEW** Blueberry & Almond
- **NEW** Mixed Berry & Almond
- **NEW** Strawberry & Peanut
- Cranberry
- Peach & Cherry
- Apple

### **goodnessknows® Brand 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%.<sup>1</sup> It is one of the few consumable categories that is growing in both units and in dollars.
- goodnessknows® Brand launched nationally in 2015 after a successful four-year test market run in Boulder and Denver, Colorado, where the brand became the #1 seller in the category and exceeded all critical launch metrics.
- 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.<sup>2</sup>
- goodnessknows® is among the fastest-selling BFY Snack Bars in the Convenience Channel.<sup>2</sup>
- Retailer data shows that goodnessknows® is highly incremental to the category and that its repeat rate is on par with the Category Leader’s best sellers.<sup>3</sup>

## **What's New**

### **Three New Flavors: Blueberry & Almond, Mixed Berry & Almond and Strawberry & Peanut.**

Building on its 2015 national launch, 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. (December 2016, \$1.59 - \$1.99 for 1.2-ounce singles, \$4.99 - \$6.99 for a five-pack carton)

<sup>1</sup>Nielsen BFY Segment \$ Sales Change, Calendar Year 2011-2015

<sup>2</sup>Nielsen BFY Segment \$ Sales, XAOC incl. Convenience 4 WE 3.26.16

<sup>3</sup>Shopper Card Data 2.27.16