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goodnessKNOWS® Brand -- FACT SHEET

goodnessKNOWS® snack squares are a delicious and amazingly satisfying snack that is gluten-free and crafted with the goodness of whole nuts, real fruits, toasted oats and dark chocolate with no artificial colors, flavors or sweeteners. With four individual squares per pack, it is a snack that is ideal for shareability or portionability. Each serving of goodnessKNOWS® contains 100 mg. of naturally-occurring cocoa flavanols, or “the good stuff in dark chocolate.”

The demand for snack options is increasing as people move to more frequent micro meals due to health concerns and on-the-go lifestyles. goodnessKNOWS® is able to uniquely deliver on consumers’ need for a snack that not only tastes great but is also a “better for you” option.

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.

WHAT’S NEW:

**NEW LOGO &
PACKAGING:**

goodnessKNOWS® is dedicated to helping consumers navigate the snack bar aisles with their latest packaging refresh and new logo, hitting shelves in May 2017. With a bolder logo design and new packaging that now highlights those same, delicious ingredients on the front of the pack, goodnessKNOWS® makes it easier for consumers to identify which flavor speaks most to them on their snack journey.

LATEST FLAVORS:

Building on its 2015 national launch, goodnessKNOWS® snack squares has added three new flavors to its popular line up that combines fruits, whole nuts and dark chocolate. The newest varieties -- Blueberry & Almond, Mixed Berry & Almond and Strawberry & Peanut – reflect the most popular berry flavors in the country and became available as of December 2016.

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

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

KOSHER CERTIFIED? Yes

AVAILABILITY: Convenience Store, Drug, Mass, Grocery, Value

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

- Singles Floorstand 120 ct.
- Singles Counter Unit 48 ct.
- Singles Hanging Unit 72 ct.
- Multipack Floorstand 48 ct.

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

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

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

³Shopper Card Data 2.27.16