

THIN LIGHT CRISPY.  
RICH BROWNIE TASTE WITH A COOKIE CRUNCH!

— *Sheila G's* —

# BROWNIE BRITTLE

DON'T BE SOFT





# WHAT IS BROWNIE BRITTLE?

Imagine the crispy edge of a fresh baked brownie. Now imagine an entire bag full of those delicious pieces!



CREATED IN 1992

AN AWARD WINNING TREAT







## HOW IT WAS MADE

- Sheila G loved gathering the crispy batter off the sides of the sheet pans in her bakery
- It had that same rich chocolate taste, but with an amazing crunch





# ABOUT SHEILA G

## BAKING HER WAY INTO A THRIVING BUSINESS

- Took a treasured family recipe for fudge brownies and turned it into a line of classic flavors



# ALL FLAVORS



## BROWNIE BRITTLE

- Blonde Chocolate Chip
- Chocolate Chip
- Salted Caramel
- M&M Minis
- Dark Chocolate Sea Salt
- Gluten Free Dark Chocolate Sea Salt



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**Brownie Brittle Has The  
EDGE On Brownies!**

HAHA... GET IT?



# What Customers Are Saying ...

ALLISON B.

All of the Brownie Brittle flavors hit the spot, but the salted caramel is the best by far. It's the right balance of **SWEET, SALTY** and **CRISPY**. Genius.

JANET SEBREN

These are so delicious and not too bad on the calories! My family and I absolutely love them. I have tried the chocolate chip brownies and they are delicious. Definitely **WORTH THE PRICE**.

JODI FAINER

I have to hide these from my kids! The only downfall is I end up eating the entire bag....LOL. (but still it is **LESS CALORIES** and **HEALTHIER** for you than one big chocolate brownie

MISSPRISS

This is absolutely my favorite chocolate snack. -- not too sweet, but **CRUNCHY & DELICIOUS!** It's pretty crumbly, but I love the crumbs too -- even on top of my ice cream -- Try it - you'll like it!!!!





## ONLY 120 CALORIES- PER-SERVING

With healthy snacks on the rise, Brownie Brittle can be a great snack choice.

Comparative brands are up to 240 calories per serving.

## COVERS ALL CRAVINGS

Whether your craving a crunchy snack, or something to satisfy your sweet tooth, Brownie Brittle caters to both!



# BRIEF

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DEEP DIVE





# COMPETITORS



**BOOMCHICKAPOP**

**UNREAL**

**SMART  
SWEETS**

*Highkey*

**NATURE'S  
BAKERY**

# STRENGTHS



BETTER-FOR-YOU  
SNACK

Only 120 Calories!



UNIQUE

No more fighting over the  
corner piece!



ACCESSABLE

Can be found at your local  
grocery stores!





# PROBLEMS

## KEY POINTS

- Competitive Market
- Seasonal/Occasional



# OPPORTUNITIES

## KEY POINTS

- There is a HUGE demand for healthy snack options like these
- People LOVE a Guilt-Free Snack
- UNFAMILIARITY can be INTRIGUING
- VARIETY of Flavors





# TARGET

## THE CURIOUS FOODIE (JAMIE)

### DEMOGRAPHICS

- 20-35
- Newly Employed
- Engaged
- Lives in the burbs

### PSYCHOGRAPHICS

- Miss Workaholic
- Loves trying new things
- The "Mom Friend"
- Has a severe sweet tooth





# CAMPAIGN

## **DON'T BE SOFT**

We all know about the age old argument of the best part of a brownie...





**DON'T  
BE SOFT!**