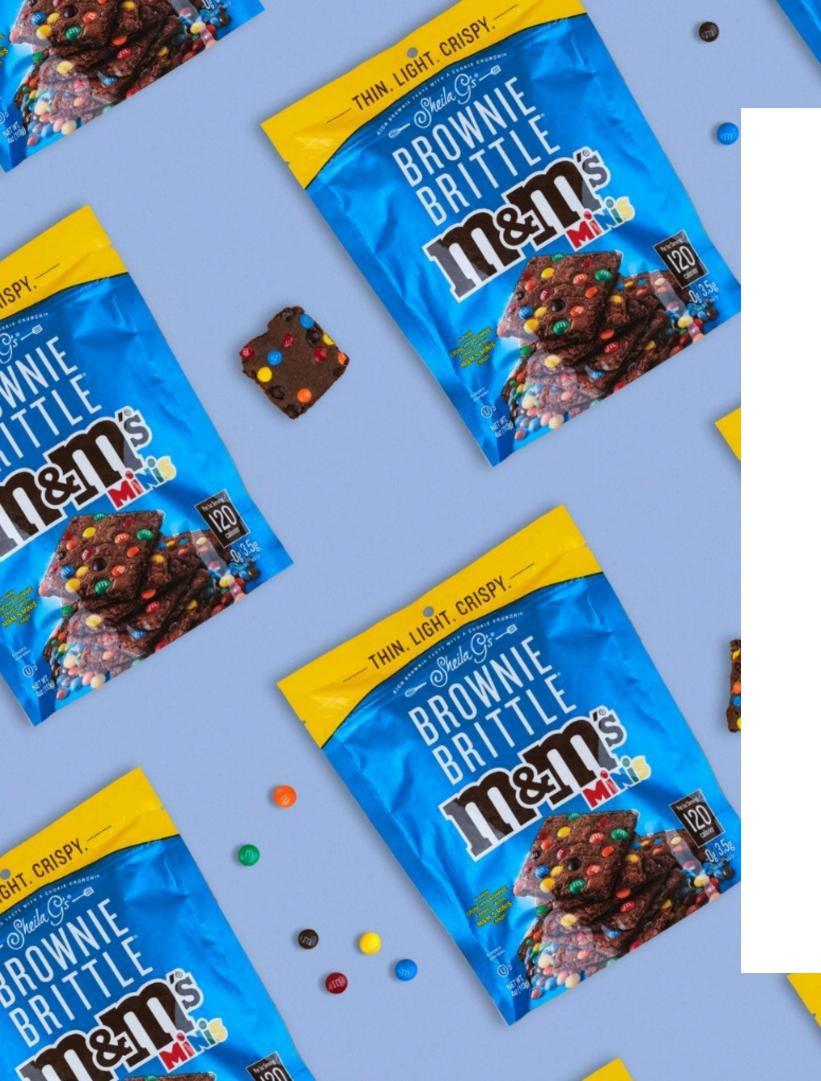
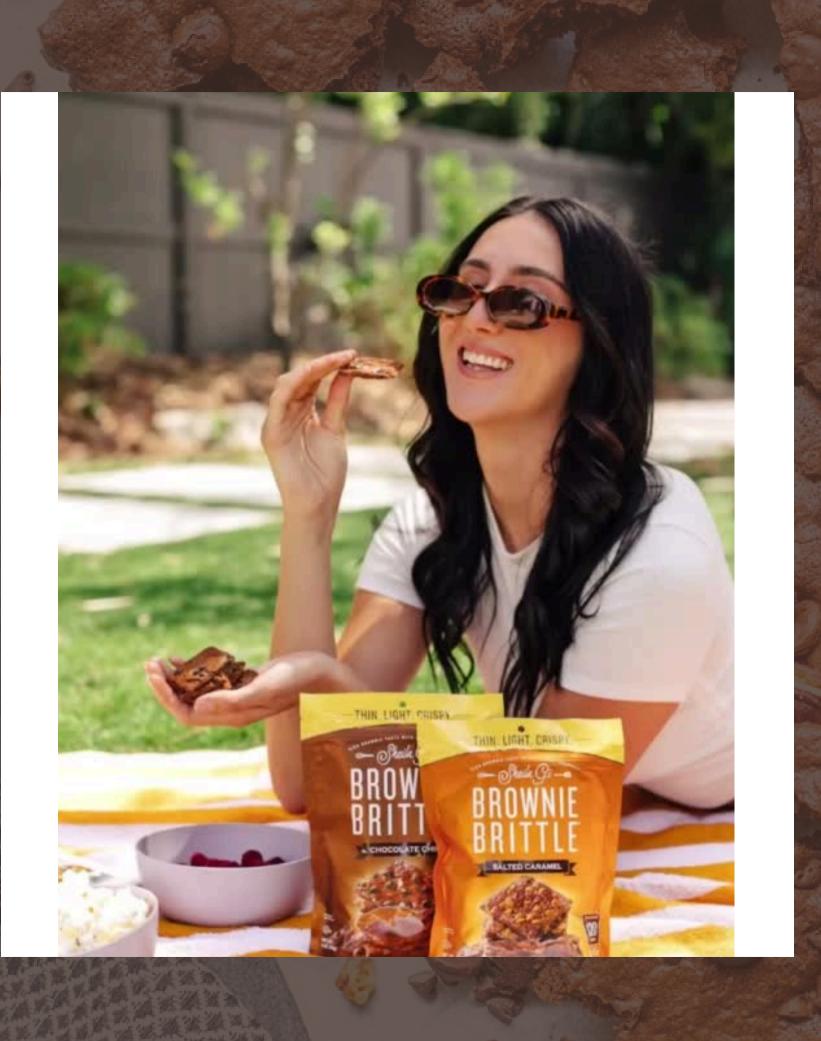
BROWNEEBRITLE DON'T BESOFT



# WHAT IS BROWNIE BRITTLE?

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





## 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

















## **BROWNIE BRITTLE**

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





## 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.

#### 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

#### 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.

#### 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.

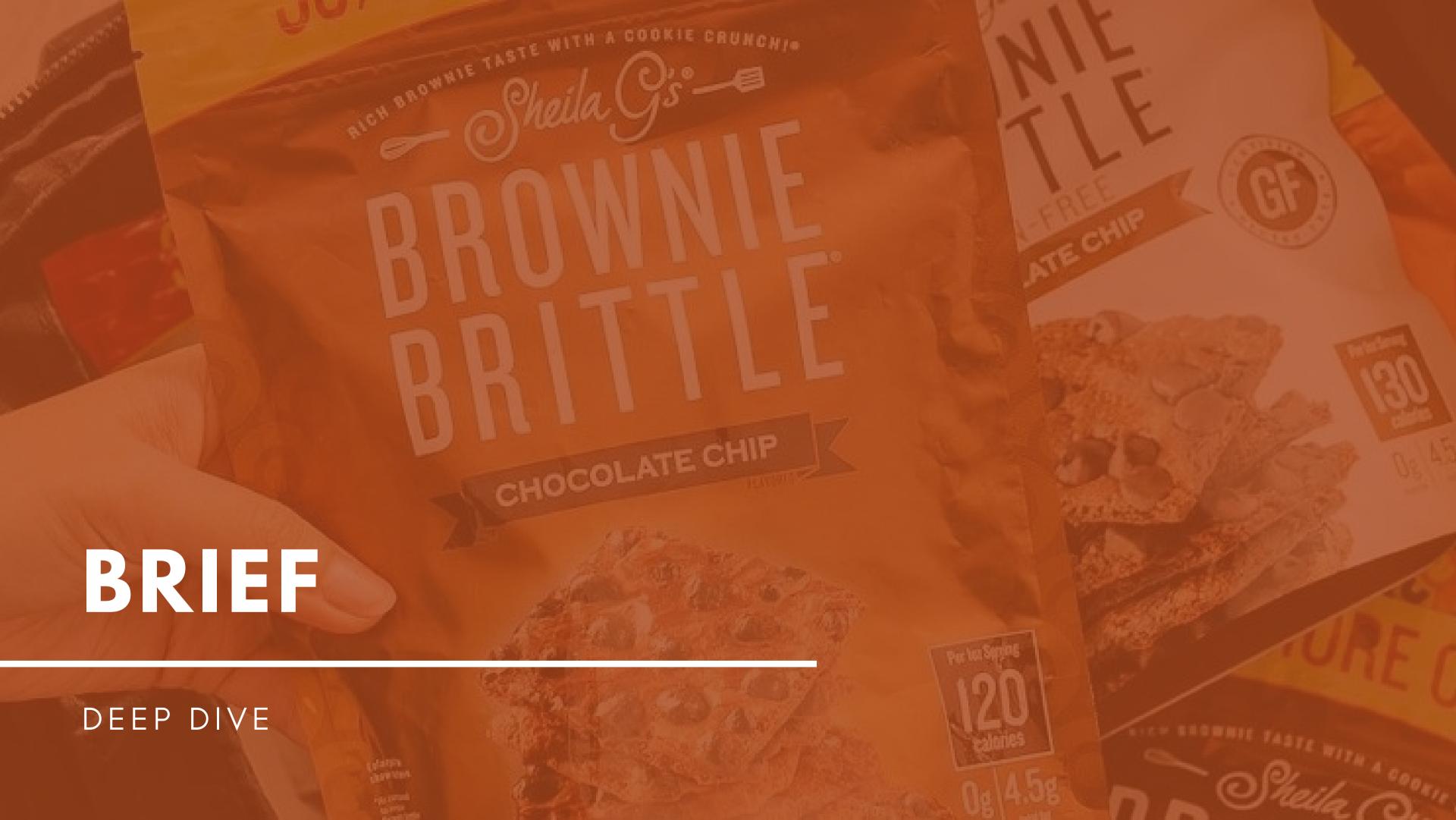
Comparative brands are up to 240 calories per serving.

## **COVERS ALL CRAVINGS**

Whether your craving a crunchy snack, or something to satisfy your sweet tooth,

Brownie Brittle caters to both!





## COMPETITORS



## ANGIES BOOMCHICKAPOP UNREAL





## 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!



## **KEY POINTS**

- Competitive Market
- Seasonal/Occasional



#### **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





## DON'T BESOFT!