



Valentine's & Spring 2024





**Elevate
your sales
outside of the
Halloween
and Christmas
season with
unique and
exciting cookie
kits!**



Purchase frequency of
cookie kits increased by

3.4%

from previous year!**



Drive impulse purchases

Dedicating more space
to decorating kits will draw more
attention to the category!



*Source: Mondelez/CAT Proprietary Quantitative U&A Study August 2021 N=500, CAT Qual IDs June 2021

**Suzy Quantitative Study (N=1001 respondents), March 15, 2023

***Nielsen: GROCERY BAKING SUPPLIES CAKE DECORATION - TOTAL OUTLETS - TOTAL - 13 Weeks - WE February 25 2023

Consumers are looking to both build and decorate cookie kits during their Easter and Valentine's Day celebrations!*



Kits has a

55%

higher household penetration rate above cupcakes!**





Decorating Kits for All Occasions!



Great Giftable with a removable to/from love note!

This kit comes with pre-made chocolaty cookie pieces, complimented by a sweet strawberry flavored icing and some festive Valentine's Day candies to decorate with!



2401959-1
NEW! Build Your Own Sweetheart Chocolaty Cookie Kit

Net Wt. 13.2 oz (374 g)
avail: Dec 13 - Feb 1 | SL: 9 months | 6 case | 50/plt

Cookie kits are primarily purchased as a fun craft activity*:

Whether as a class activity or a personalized treat for a special someone, **Create-A-Treat®** offers fun bakery activity kits for various occasions.



The perfect activity for you and your Valentine! This Love Hearts Cookie Kit comes with 8 heart shaped cookies, 3 easy to squeeze icing writers, and heart shaped sprinkles!



2101657-1

Decorate Your Own Love Hearts Cookie Kit, 8ct

Net Wt. 11.1 oz (314 g)

avail: Dec 13 - Feb 1 | SL: 9 months | 6 case | 50/plt



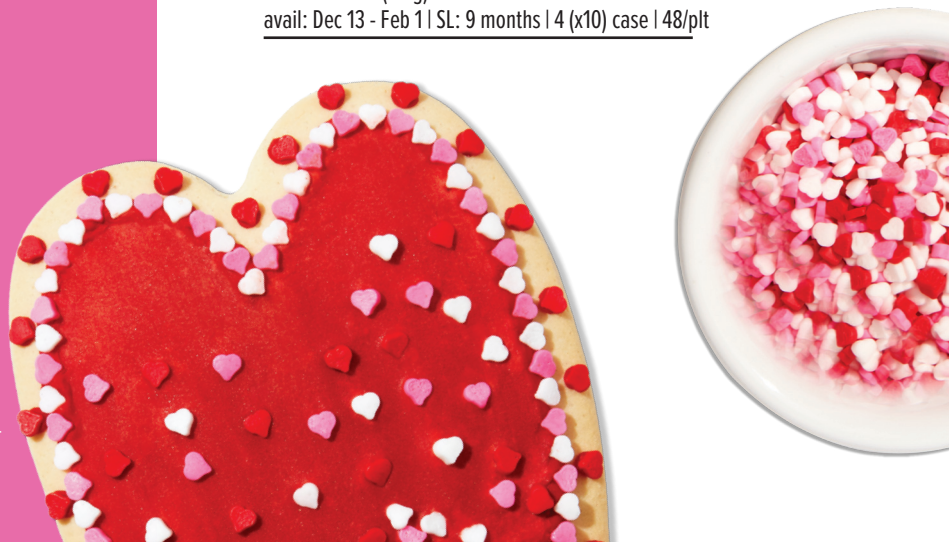
Great Giftable kit
with to/from label

1801383-1

Decorate Your Own Heart Cookie Kit, 1pk

Net Wt. 3.5 oz (99 g)

avail: Dec 13 - Feb 1 | SL: 9 months | 4 (x10) case | 48/plt



*Source: 1) <https://www.winsightgrocerybusiness.com/fresh-food/top-4-bakery-trends-2018#page=1>; 2) L.E.K. interviews and analysis of Nielsen scanner data, Wimbledon customer data.



OREO

Create-A-Treat® brings a beloved brand to your store shelves this Valentine's Day!





We believe in the power of a playful spirit to bring us together.

- **#1** selling cookie in the category
- Over **\$1.6 Billion** in US Retail sales!
- **95%** brand awareness
- **55%** Household penetration
- Rated a **Top 5 Millennial Brand!**



**Source: Mondelez Confidential Business Information - DO NOT Distribute, OREO is a trademark of Mondelēz International group, used under license.
Nielsen, xAOC plus Convenience – 52 weeks ending 12/28/19, Kantar Milward Brown – April 2018, Nielsen Multi-Outlet Household Panel – 52 weeks Ending 11/23/19

OREO cookies included



Celebrate Valentine's Day by decorating and eating *America's favorite cookie!*



2301792-1
OREO Valentine's Cookie Kit, 8ct

Net Wt. 12.8 oz (362 g)
avail: Dec 13 - Feb 1 | SL: 6 months | 6 case | 50/plt



OREO
creme flavored
icing: tastes just
like the center
of your favorite
cookie!





An iconic brand delivering strong results!

• #1 cookie brand



• Gen Z's #1 most trusted brand

• 45MM followers on Instagram and Facebook combined!

**Source: Mondelez Confidential Business Information - DO NOT Distribute, OREO is a trademark of Mondelēz International group, used under license. Nielsen, xAOC plus Convenience – 52 weeks ending 12/28/19, Kantar Milward Brown – April 2018, Nielsen Multi-Outlet Household Panel – 52 weeks Ending 11/23/19

Celebrate Easter by decorating and eating *America's favorite cookie!*



2201757-1
OREO Easter Fun Cookie Kit, 8ct

Net Wt. 14.38 oz (408 g)

avail: Jan 17 - Mar 1 | SL: 6 months | 6 case | 50/plt



SINCE 1894

HERSHEY'S

Key growth player for Create-A-Treat[®], growing +141%

- *Hershey's* is one of the most beloved brands
- **99%** brand awareness
- *Kisses* is **#2** brand during holidays



HERSHEY'S
Kisses
brand

Build your very own Easter bunny basket made entirely out of chocolate cookies! A great activity for the entire family, including icing to build the structure and your favorite *Hershey's*[®] chocolate.



2001549-1

Hershey's[®] Chocolate Cookie Bunny Basket

Net Wt. 18 oz (1lb 2 oz) 510 g

avail: Jan 17 - Mar 1 | SL: 9 months | 6 case | 50/plt





Hop into Spring with this fun new cookie kit, including pre-baked vanilla cookie pieces, assorted candy and a white icing pouch with tip to customize with!

2401958-1
NEW! Spring Bunny House Cookie Kit

Net Wt. 16 oz (455 g)
avail. Jan 17 - Mar 1 | SL: 9 months | 6 case | 50/plt



An egg-cellent tradition for your Easter celebrations! This kit contains 8 pre-baked vanilla cookies, assorted candy and colorful icing writers.



2101656-1
**Decorate Your Own Colorful Eggs
Cookie Kit, 8ct**

Net Wt. 12.9 oz (366 g)
avail: Jan 17 - Mar 1 | SL: 9 months | 6 case | 50/plt



Enjoy Springtime with this cute cookie kit, including 1 pre-baked cookie, icing and colorful candy for decorating!



Great Giftable kit
with to/from label

1901458-1
Decorate Your Own Bunny Cookie Kit, 1pk

Net Wt. 3.63 oz (103 g)
avail: Jan 17 - Mar 1 | SL: 9 months | 4 (x10) case | 48/plt





Valentine's & Spring 2024

Valentine's Day Cookie Kits	ITEM#	UPC	SCC	NET WT.	PACKAGE				CASE				PALLET PATTERN	ASL	AVAILABILITY			
					DIMENSIONS (IN)			QTY.	CUBE cu. ft.	GR. WT. lb.	NET WT. lb/	DIMENSIONS (IN)						
					L	W	H					L				W	H	
Decorate Your Own Heart Cookie Kit, 1pk	1801383-1	629014013822	10629014013829	3.5 oz (99g)	5.00	1.00	6.25	4(10)	0.86	11.99	8.74	10.88	19.25	7.06	8 x 6 (H) = 48	Double	9 months	Dec13-Feb1
Decorate Your Own Love Hearts Cookie Kit, 8ct	2101657-1	629014016571	10629014016578	11.1 oz (314g)	10.13	2.13	7.75	6	0.67	6.59	4.16	13.75	10.50	8.00	10 x 5 (H) = 50	Double	9 months	Dec13-Feb1
NEW! Build Your Own Sweetheart Chocolatey Cookie Kit	2401959-1	629014019596	10629014019593	16 oz (374g)	10.13	2.13	7.75	6	0.67	7.5	5.00	13.75	10.50	8.00	10 x 5 (H) = 50	Double	9 months	Dec13-Feb1

Licenses	ITEM#	UPC	SCC	NET WT.	PACKAGE				CASE				PALLET PATTERN	ASL	AVAILABILITY			
					DIMENSIONS (IN)			QTY.	CUBE cu. ft.	GR. WT. lb.	NET WT. lb/	DIMENSIONS (IN)						
					L	W	H					L				W	H	
OREO Valentine's Cookie Kit, 8ct	2301792-1	629014017929	10629014017926	12.8 oz (362g)	10.13	2.13	7.75	6	0.67	7.16	4.78	13.75	10.50	8.00	10 x 5 (H) = 50	Double	6 months	Dec13-Feb1

Spring/Easter Cookie Kits	ITEM#	UPC	SCC	NET WT.	PACKAGE				CASE				PALLET PATTERN	ASL	AVAILABILITY			
					DIMENSIONS (IN)			QTY.	CUBE cu. ft.	GR. WT. lb.	NET WT. lb/	DIMENSIONS (IN)						
					L	W	H					L				W	H	
Decorate Your Own Bunny Cookie Kit, 1pk	1901458-1	629014014584	10629014014581	3.63 oz (103g)	5.00	1.00	6.25	4(10)	0.86	12.25	9.08	10.88	19.25	7.06	8 x 6 (H) = 48	Double	9 months	Jan17-Mar1
Decorate Your Own Colorful Eggs Cookie Kit, 8ct	2101656-1	629014016564	10629014016561	12.9 oz (366g)	10.13	2.13	7.75	6	0.67	7.28	4.84	13.75	10.50	8.00	10 x 5 (H) = 50	Double	9 months	Jan17-Mar1
NEW! Spring Bunny House Cookie Kit	2401958-1	629014019589	10629014019586	16 oz (455g)	10.13	2.13	7.75	6	0.67	7.5	5.00	13.75	10.50	8.00	10 x 5 (H) = 50	Double	9 months	Jan17-Mar1

Licenses	ITEM#	UPC	SCC	NET WT.	PACKAGE				CASE				PALLET PATTERN	ASL	AVAILABILITY			
					DIMENSIONS (IN)			QTY.	CUBE cu. ft.	GR. WT. lb.	NET WT. lb/	DIMENSIONS (IN)						
					L	W	H					L				W	H	
OREO Easter Fun Cookie Kit, 8ct	2201757-1	629014017578	10629014017575	14.38 oz (408g)	10.13	2.13	7.75	6	0.67	7.70	5.40	13.75	10.50	8.00	10 x 5 (H) = 50	Double	6 months	Jan17-Mar1
Hershey's® Chocolate Cookie Bunny Basket	2001549-1	629014015499	10629014015496	18oz(1lb.2oz)510g	10.13	2.13	7.75	6	0.67	9.25	6.75	13.75	10.50	8.00	10 x 5 (H) = 50	Double	9 months	Jan17-Mar1



Give and Go Prepared Foods Corp. 15 Marmac Dr Unit 200, Toronto, ON Canada M9W 1E7



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