

# GIVE CHEEZ-IT® FANS **MORE** OF WHAT THEY LOVE.



## #1 CRACKER BRAND

Cheez-It® leads the category with 21.5% share in convenience.<sup>1</sup>

## #1 REQUESTED FLAVOR

Extra Toasty is the #2 best selling flavor in Food with \$45MM in sales.<sup>2</sup>

## STRONG GROWTH

Cheez-It® brand sales up +7.6% in 2019.<sup>1</sup>

## MEDIA SUPPORT

Extra Toasty will enjoy strong media support with TV, Online, Digital and Social Media.

ITEM #	ITEM DESCRIPTION	CASE
24100-11789	Cheez-It® Extra Toasty	60ct./2oz.