

pop.
tarts®

BITES



3.5oz.
Size Also
Available!

**BIG WITH
SNACKERS**

72% of Pop-Tarts® Bites™ are eaten as a portable snack.¹

**INCREMENTAL
PURCHASE**

35% bought Pop-Tarts® Bites™ and regular Pop-Tarts® during the same visit.¹

**MEDIA LAUNCH
SUPPORT**

360 support plan with dedicated media and year-round shipper to drive awareness.

**A STRONG AND
PROVEN BRAND**

Pop-Tarts® in the Convenience Channel is big with \$64MM in sales and continues to grow.

Item #	Item Description	Case
38000-20314	Pop-Tarts® Bites™ Frosted Strawberry	36ct./2.2oz.
38000-20311	Pop-Tarts® Bites™ Frosted Brown Sugar Cinnamon	36ct./2.2oz.
38000-23199	Pop-Tarts® Bites™ Frosted Strawberry	36ct./3.5oz.
38000-23196	Pop-Tarts® Bites™ Frosted Brown Sugar Cinnamon	36ct./3.5oz.