

AUSTRALIA'S ICONIC



Frogs Alive®

JUST GOT ZAPPED!



We've taken the iconic ALLEN'S FROGS ALIVE and zapped them with sourness for a deliciously tangy twist!

Also available in a Mini Bag!



SOURZ FROGS ALIVE are sour at first bite, then dazzle you with deliciously squishy flavours of raspberry!



Nielsen scan Latest Mat 6/12/20



ALLEN'S iconic Frogs Alive

- ALLEN'S Frogs Alive 170g worth over \$1.3m in the channel, growing +19.6%



Segment Growth

Worth over \$4.8m, Sour Lolly bags continue to grow year on year, with +190% growth since 2017!



Year	Val Sales ('000)
YEAR 2017	2,535
YEAR 2018	2,621
YEAR 2019	3,282
MAT TO 27/12/2020	4,839

AC Nielsen AUS Convenience MAT TO 27/12/2020

Product	Unit Barcode	inner Barcode
ALLEN'S Frogs Alive SOURZ 58g	9300605141810	19300605141817
ALLEN'S Frogs Alive SOURZ 170g	9300605137271	19300605137278