

Introducing NEW Smith's Chilli





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Crinkle Cut Potato Chips are the heartland of the category

- ✓ Crinkle Cut Potato Chips 2nd largest sub-segment worth \$257M RSV
- ✓ Smiths is the clear brand leader worth \$207M and 80% share of Crinkle
- ✓ However, Crinkle growth is behind Total Snacks – highlighting an opportunity to drive growth

Spicy is a key flavour profile

- ✓ Spicy flavours contribute \$135M RSV to the Total Category and represent 10% of sales
- ✓ Spicy flavours outpacing category growth at 19% YOY
- ✓ 5 million Australian adults eat hot sauce every week

Clear gap for a Spicy/Chilli flavour in Crinkle Cut Potato

- ✓ All core sub-segments including Potato Hardbite, Potato Flat Cut, Corn, Cereal have a strong performing spicy flavour
- ✓ Spicy SKU's in these segments can be worth between 4-11% of sub-segment sales
- ✓ Opportunity to introduce a spicy flavour on the leading brand of Crinkle Cut Potato Chips



45gm






90gm



Carton Example

Item	SMT CRINK CHILLI 90G 18X	SMT CRINK CHILLI 45G 18X
APN	9310015251894	9310015251900
TUN	19310015251891	19310015251907
PepsiCo PIRT Code	320026417	320026416
Pack Size	90G	45G
Units per carton	18X	18X

1st Order- 7th June 2021

 <p>FUN TIMES TOGETHER</p> <ul style="list-style-type: none"> ✓ Relax & Unwind ✓ Relieve Boredom ✓ Indulge / Reward 	 <p>CAREFREE</p> <ul style="list-style-type: none"> ✓ Less likely to look for health claim ✓ Taste more important than health 	 <p>KEY TRENDS</p> <ul style="list-style-type: none"> ✓ Looking for brands they love ✓ Flavour (NEW) ✓ Australian Made
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