

INTRODUCING

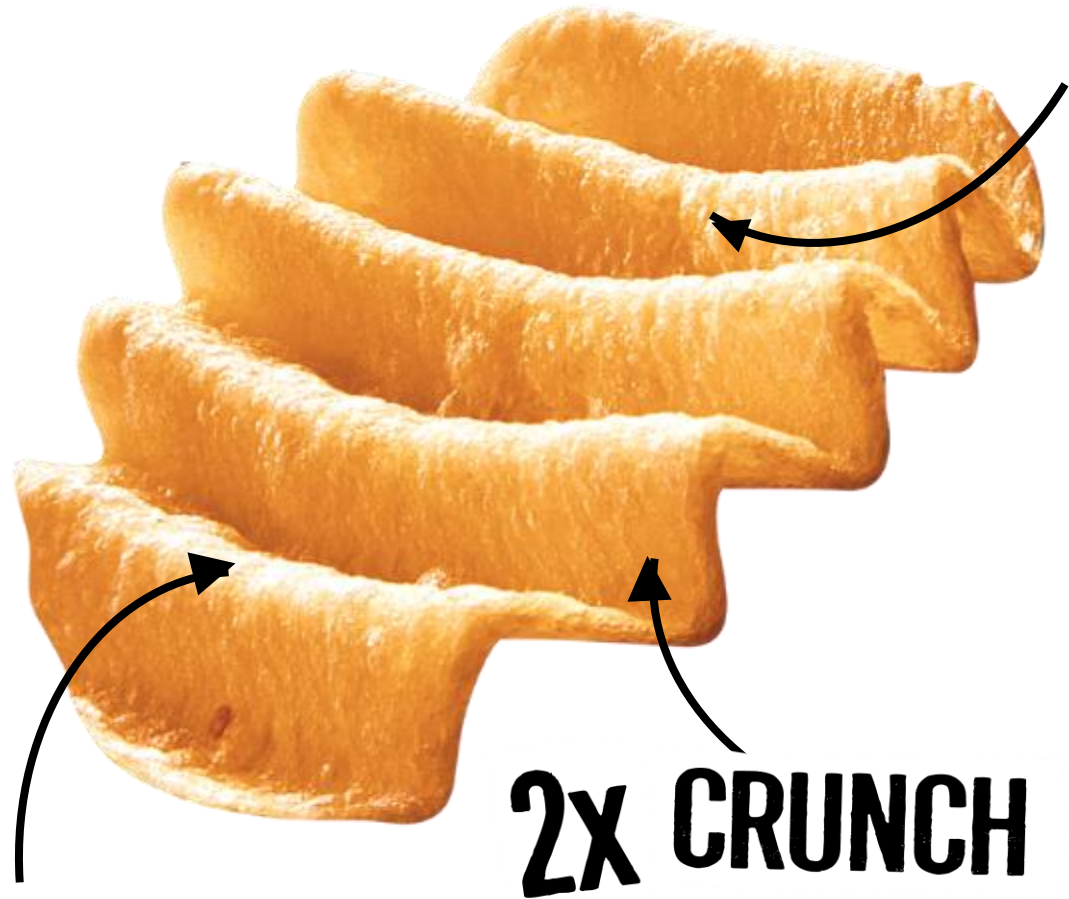


**MAXIMUM
FLAVOUR**

2x CRUNCH



A NEW kind of Chip...



**Stronger
Flavours**

2X CRUNCH

Deeper Ridges

Introducing Smiths Double Crunch

Deletions to coincide:
 SMT CRINK TASTY CHS 150G 12X
 SMT CRINK LOAD POTATO 150G 12X
 SMT CRINK CRISP BACON 80G 18X

Younger Aussies are driving growth in snacking

- ✓ 14-19 year old males snack the most at 5.4 times per day
- ✓ 28% of Aussies are heavy snackers, consuming 7 packaged items per week
- ✓ 70% of millennials prefer snacks over meals

Growth in individual snacking occasions

- ✓ "Young & Hungry" +1% and the new "Work from Home" +4% occasion have grown in share of occasions
- ✓ Potato Chips are within the Top 5 categories consumed in both of these occasions
- ✓ Consumers looking for filling snacks, that provide fuel and relieve boredom in these occasions

Potato is the engine room of Salty Snacks and key to overall category growth

- ✓ Mainstream Potato accounts for 32% of category sales and back in growth at +1.3% vs YA
- ✓ However need for innovation to drive segment performance to pre-covid levels
- ✓ Mainstream PC under-index with 18-35 highlights opportunity to drive growth with a relevant offer for this audience

Smiths Double Crunch is a proven success in the UK


- ✓ Biggest snacks launch of 2020
- ✓ 2nd biggest FMCG launch of 2020



Available in 150g

Available in 80g & 150g

Available in 45g & 150g

<p>YOUNG & HUNGRY</p> <ul style="list-style-type: none"> ✓ 14-25y.o. age group ✓ Relieve boredom ✓ New & different 	<p>CAREFREE</p> <ul style="list-style-type: none"> ✓ Taste is important ✓ Guilt-free about snacking 	 <p>KEY TRENDS</p> <ul style="list-style-type: none"> ✓ Australian Made
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First Order Date: 17.01.2022

PEP Cod	Description	APN	TUN	RRP
320027479	SMITHS CRNCH BBQ RIBS 150G 12X	9310015253430	19310015253437	\$ 4.89
320027464	SMITHS CRNCH SALT 150G 12X	9310015253447	19310015253444	\$ 4.89
320027465	SMITHS CRNCH CHK WING 150G 12X	9310015253454	19310015253451	\$ 4.89
320027467	SMITHS CRNCH BBQ RIBS 80G 12X	9310015253478	19310015253475	\$ 3.00
320027469	SMITHS CRNCH CHK WINGS 45G 18X	9310015253492	19310015253499	\$ 1.79