

Cookies with **star appeal.**



Cash in on the huge
Famous Amos® fan club.



cereals

snacks

cookies

crackers

cones

veggie foods

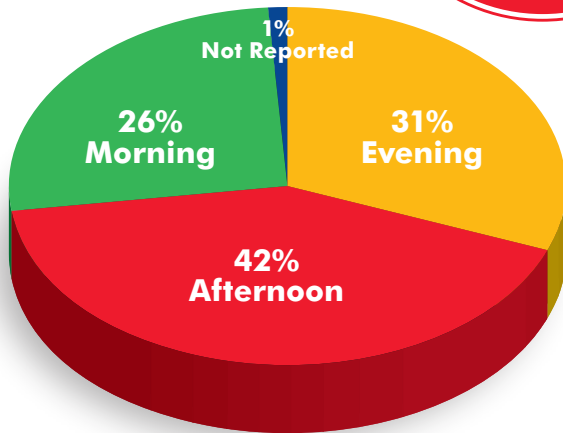
Give your customers the cookies they love and get a standing ovation in sales.

On-the-go lifestyles are changing the way people eat and snack.

- 63% of Americans snack between meals every day.¹
- The average consumer has 2 snacks and nearly 3 meals per day.²
- Consumption of snack foods has grown 12% since 1999.³

When away from home, 81% of consumers would consider purchasing a larger snack size for a small incremental cost.⁴

Snacking by Daypart³



When It Comes to Your Customers' Snack Cravings, Famous Amos® Delivers.

- Famous Amos® is the #1 cookie and the #5 overall snack SKU in the vend channel.⁵
- Famous Amos® Chocolate Chip Cookies are made from a secret recipe loaded with chocolate chips, making these cookies rank among the top 5 best selling chocolate chip cookies in America.⁶
- Available in four delicious cookie flavors including: Chocolate Chip, Oatmeal Raisin, Chocolate Sandwich and Low Fat Iced Gingersnaps.



A Variety of Sizes to Meet Any Snacking Need

- **NEW! 3 oz. bags** of Famous Amos® Chocolate Chip Cookies offer consumers multiple servings per bag, enough value to garner a retail price of \$1 or more!
- 2 oz. bags offer premium brand equity and single-serve convenience to a variety of venues.

The 3 oz. bags offer more to share, including more value and more profits!

UPC CASE CODE	PRODUCT DESCRIPTION	CASE PACK	NET CASE WEIGHT	GROSS CASE WEIGHT	LAYERS X CASES/LAYER	CASE DIMENSIONS	CASE CUBE	DISTRIBUTOR CODE
76677-17384	NEW SIZE! Famous Amos® Chocolate Chip Cookies	60 ct. / 3 oz.	11.25 lbs.	12.4 lbs.	5 x 8	18.563" x 11.063" x 10"	1.884	
76677-98016	Famous Amos® Chocolate Chip Cookies	60 ct. / 2 oz.	7.5 lbs.	9.5 lbs.	7 x 9	18.5" x 10.25" x 7.5"	0.97	
76677-10014	Famous Amos® Chocolate Chip Cookies Display Pack (Caddy)	4 / 24 ct. 2 oz.	12 lbs.	12.5 lbs.	4 x 6	18.13" x 14.32" x 11.25"	1.09	
76677-42000	Famous Amos® Chocolate Sandwich Cookies	60 ct. / 2.2 oz.	8.25 lbs.	10.2 lbs.	6 x 14	20" x 6.75" x 7"	0.97	
76677-98017	Famous Amos® Oatmeal and Raisin Cookies	60 ct. / 2 oz.	7.5 lbs.	9.5 lbs.	7 x 9	18.5" x 10.25" x 7.5"	0.97	
76677-30657	NEW! Famous Amos® Low Fat Iced Gingersnaps	60 ct. / 1.75 oz.	6.56 lbs.	7.3 lbs.	6 x 10	18.69" x 9.94" x 7.88"	0.847	

For more information, contact your Kellogg's® Sales Representative or call 1-877-511-5777 or visit www.kelloggsfoodawayfromhome.com

