

It's all about SNACKING.

- Breakfast snacks emerging* ~\$1.7B category, +5% 2 Year
- Cereal has always been a great snack
 - **89%** say cereal is appropriate any time of day
 - **74%** enjoy snacking on cereal
- Snacking surge exists beyond breakfast
 - **78%** say snacking helps them get through the day
 - **46%** HH snacking more throughout day, **59%** for families w/kids

And Consumers are asking for convenience in breakfast



86%

Often skip or forget to eat breakfast



71%

Always looking to eat on the run



53%

Eat breakfast on the go

Why Post Snacks?

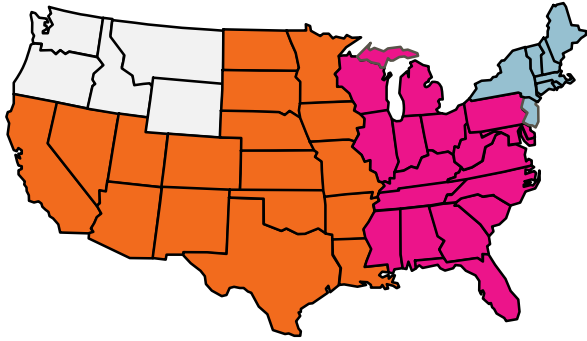


Post Covid-19 Consumers are looking for familiar comfort brands and value:

- Unique product with favorite cereal flavors – in a new convenient package
- These trusted brands make trial low risk for shoppers.
 - Consumer Trial interest for Pebbles = 93%;
 - Consumer Trial interest for Honeycomb = 92%
- More consumer value, oz per package & price vs competitive snacks
- Drives incremental category purchases based on usage occasions- top 5 usage occasions center around snacking and on-the-go
- Moms are especially interested in buying this product and plan to buy it more frequently than RTE cereal



Dunkin is a Major National Brand and Expanding



Region	Store Count	Penetration
Northeast	4,691	1:9,341
East	4,136	1:34,877
West	591	1:208,729
Northwest	1	1:15,715,280

- +9,500 Franchise Stores and Growing!
- Prominent East coast Presence
- Expanding West – Looking to add 200-300 stores per year

With National Grocery Presence & Partnership Opportunities

- 95% brand recognition, even in markets without stores
- #3 Ground Coffee Brand with 95% Distribution Nationally
- Licensed Partnerships with National Distribution



Why Dunkin'?



Post Covid-19 Consumers are looking for familiar comfort brands and value:

Dunkin' is the #1 trusted brand and named #1 for consumer loyalty:

- 13 consecutive years of #1 coffee chain by consumers***
- Delivers the comfort and taste adults crave
- Strong promotional plan to support trial

Consumer interest is unmatched:

- Has unprecedented purchase intent
- After trying one variety, interest is high in trying the other variety: 69% (top 2 box purchase Intent)
- Top scoring concept in Nielsen consumer screening