



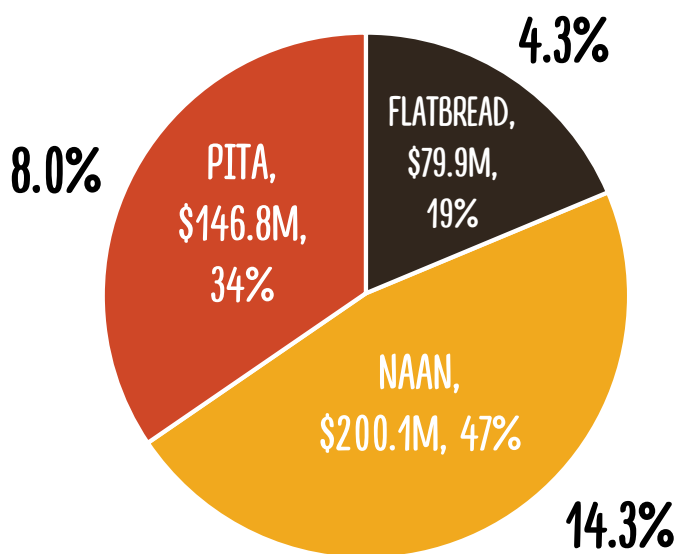
NAAN DIPPERS® LEADER IN THE FLATBREAD CATEGORY



NAAN – A SUCCESS STORY

- Flatbread is a **\$550M** category**
- Naan driving **47%** of the total Flatbread
- Naan experiencing a **+72%** growth in the past **5** years

NAAN SEGMENT DRIVING GROWTH IN THE FLATBREAD SEGMENT



STONEFIRE® NAAN DIPPERS®

- Naan Dippers® drove accelerated growth in total naan category.
- Original Naan Dippers® is the **#1** selling item in the flatbread category with CAGR growth of **27%** in past 5 years
- Naan Dippers® continue to outperform the category with latest 52 weeks growth of **+72%** in dollar and **+46%** in units.
- Everything Naan Dippers® has proven to be **100%** incremental growth

Source: IRI Market Track MULO Latest 52 Weeks; Period Ending 2023-03-26

** IRI Unify: TL US Costco; Total Naan Category (FB+Naan+Dippers) Past 52 Weeks; Data ending 2023-03-26

Packaging Corp. 2021

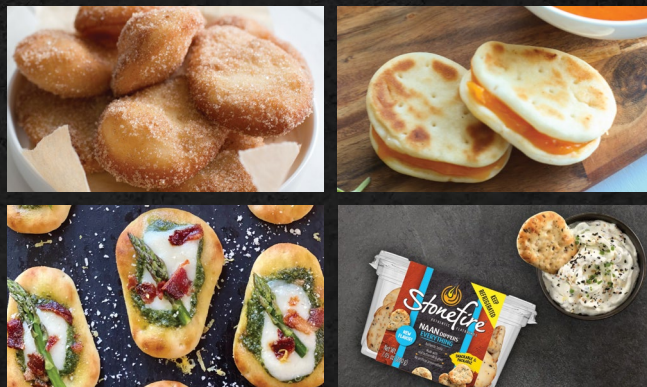
Numerator Custom Research – April 2021

SNACKING IS THE #1 USAGE OCCASION

CHARACTERISTICS OF NAAN DIPPERS®



92% OF CONSUMER REPLACE ONE WEEKLY MEAL WITH SNACKS.
(CLICK IMAGE TO ENLARGE)



RECIPE INSPIRATION →



ORIGINAL NAAN DIPPERS® - Click image to enlarge

Nutrition Facts	
About 4 servings per container	
Serving size 5 pieces (50g)	
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 3g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 360mg	16%
Total Carbohydrate 27g	10%
Dietary Fiber 3g	11%
Total Sugars 3g	
Includes 3g Added Sugars	6%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1.6mg	8%
Potassium 60mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, ASCORBIC ACID ADDED AS A DOUGH CONDITIONER, THIAMINE MONONITRATE, RIBOFLAVIN, ENZYME, FOLIC ACID), WATER, BUTTERMILK (NONFAT MILK, DRY BUTTERMILK, BACTERIAL CULTURE), SOYBEAN OIL, MODIFIED WHEAT STARCH, CULTURED WHEAT FLOUR, SUGAR, SALT, GHEE (CLARIFIED BUTTER), DEXTROSE, ACACIA, LEAVENING (SODIUM ACID PYROPHOSPHATE, BAKING SODA), YEAST, MONO- AND DIGLYCERIDES, ENZYMES.

CONTAINS: WHEAT AND MILK. MAY CONTAIN: EGGS, SOY AND SESAME.

EVERYTHING NAAN DIPPERS® - Click image to enlarge

Nutrition Facts	
About 4 servings per container	
Serving size 5 pieces (50g)	
Amount per serving	
Calories	160
% Daily Value*	
Total Fat 4.5g	6%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 25g	9%
Dietary Fiber 3g	11%
Total Sugars 2g	
Includes 1g Added Sugars	2%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 1.5mg	8%
Potassium 70mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, ASCORBIC ACID ADDED AS A DOUGH CONDITIONER, THIAMINE MONONITRATE, RIBOFLAVIN, ENZYME, FOLIC ACID), WATER, BUTTERMILK (NONFAT MILK, DRY BUTTERMILK, BACTERIAL CULTURE), SOYBEAN OIL, MODIFIED WHEAT STARCH, SESAME SEEDS, CULTURED WHEAT FLOUR, SUGAR, DEHYDRATED ONION, BLACK SESAME SEEDS, POPPY SEEDS, SALT, GHEE (CLARIFIED BUTTER), DEXTROSE, ACACIA, LEAVENING (SODIUM ACID PYROPHOSPHATE, BAKING SODA), YEAST, DEHYDRATED GARLIC, MONO- AND DIGLYCERIDES, ENZYMES.

CONTAINS: WHEAT, MILK AND SESAME. MAY CONTAIN: EGGS AND SOY.



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