



STONEFIRE® CONTINUES TO GROW ACROSS THE US



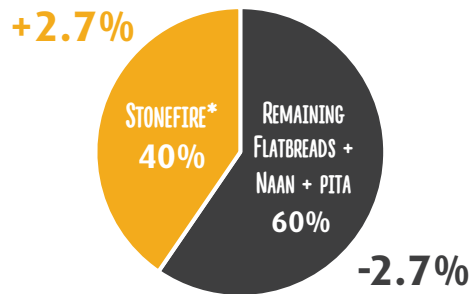
ORGANIC GROWTH IN AN
INFLATIONARY PERIOD.

\$262MM

+17% dollars
+5% units



LEADERSHIP IN
FLATBREAD CATEGORY



DOLLAR SHARE OF FLATBREAD + NAAN + PITA



UNPARALLELED LOYALTY

14.1%
+0.2%

42.5%
-0.5%

\$126
+2.0%

INTRODUCING STONEFIRE® 2pk BOGO EVENT

BUY ONE



GET ONE
FREE



Proven to Drive Significant Lift
in Sales and Repeat purchases

- **#1** PREFERRED SKU OF CONSUMERS
- HIGH VALUE OFFER TO REWARD LOYAL SHOPPERS AND ATTRACT NEW
- HIGH IMPACT DISPLAYS TO SUPPORT THE EVENT AND MAXIMIZE CONSUMER SATISFACTION
- SUPPORTED WITH PRE-FILLED RETAIL READY DISPLAY



STONEFIRE® DISPLAY UNIT



SKU	1/4 Pallet SCC	Shipper Dimensions			Display Dimensions			No. of Units per Display	Order Confirmation Due Date
		Width:	Length:	Height:	Width:	Length:	Height:		
8201283	10876681002131	24"	20"	29"	16"	21"	57.25" (with pallet)	72 4 cs X 18 Units	February 10, 2023

Instruction sheet

- The display unit will be shipped on a Quarter pallet with 4 pre-filled consumer ready cases and self-rising display to create POS Display in-store.
- Once shipper of the display is opened, it snaps into place, with the only additional step of placing the header on the display.

Scan here for
digital version of
the sell-sheet

