

Smithfield.

**POWER
-BITES-**

NEW ! Smithfield Power Bites

- **More than ¼ of snacks** and off-peak meals **are eaten in a car**, and about 1 of every 5 was ordered at a drive-thru.
- Not surprisingly, **portability is a key consideration** for snackers. Nearly half of consumers (48%) said they're prompted to have a between-meal or late-night bite because they can grab the food and eat on the run.
- **Convenience is key**, Speed of preparation, for instance, is why half of snack fans opt for something to hold them over, instead of waiting for a full meal. **Consumers don't have time to consume a full sit-down meal**, a dynamic evident in particular among younger customers
- Consumer ratings of snack introductions reveal some likely keys to successful launches. **Those with the highest purchase intent often include** playful but descriptive wording such as "bites" or "poppable."



**GRAB 'N
GO CUPS**





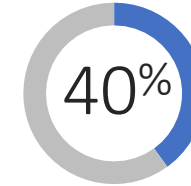
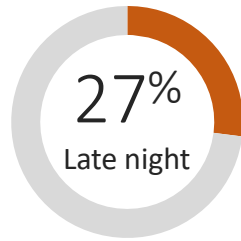
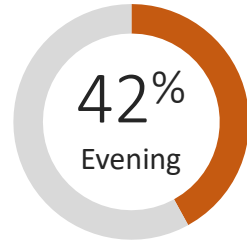
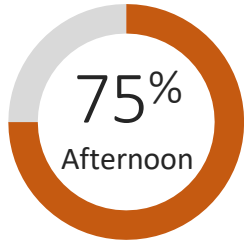
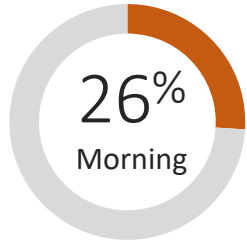
Power Bites

Sausage Bites Packed with Flavor

- Sausage, Egg, Cheese & Potato All in One
- Fully Cooked, Just Heat 'n Eat
- 180 Days Frozen Shelf Life
- High in Protein (19g per Serving)
- Portable Finger Food...No Fork Required
- No MSG or Artificial Flavorings/Colorings
- Easy Prep from either Refrigerated or Frozen



Consumers WANT PORTABLE Meals and Snacks throughout the day



of consumers say they want to **EAT** directly from the **CONTAINER**



FULL OF PROTEIN

- ✓ 17-19g per serving
- ✓ 8 Hearty Bites per cup

CONVENIENT

- ✓ No Mess or Assembly Required
- ✓ Refrigerated & Fully-Cooked
- ✓ Microwave in 45 Seconds

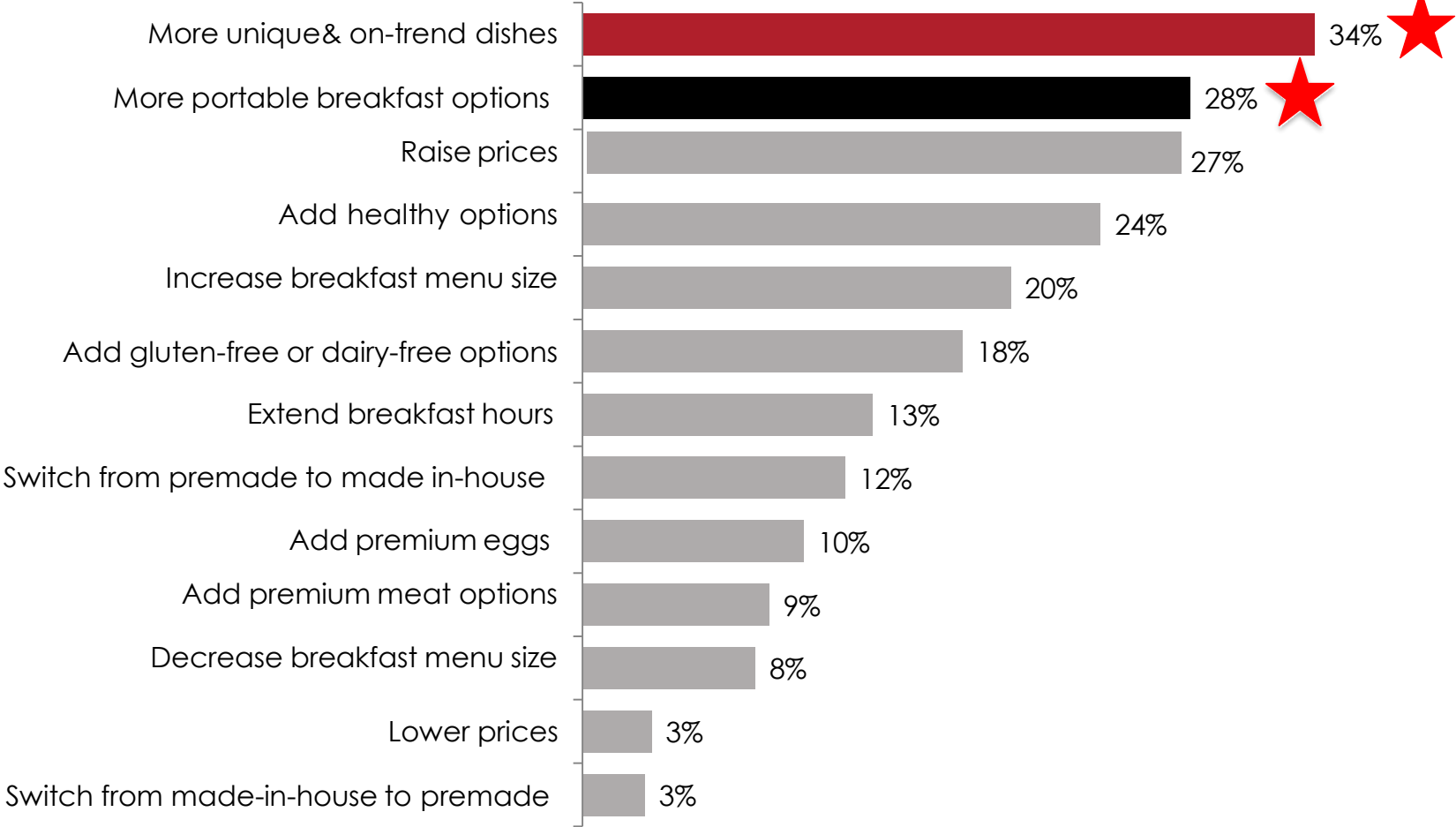
PORTABLE

- ✓ Portable Cup
- ✓ Finger Food – No Fork needed

FLAVOR

- ✓ 3 Delicious Flavors
- ✓ Real Ingredients

Portable breakfast items are a top priority for operators. Being on-trend and unique is even more important



Source: Datassential Breakfast Keynote