

30Z IW COOKIES

RANKING	DESCRIPTION	% of Total
1	Chocolate Chunk / Chip	50%
2	Chocolate Chip made with M&M'S® Candies	22%
3	White Chunk Macadamia	13%
4	Peanut Butter made with REESE'S PIECES	8%
5	Oatmeal Raisin	4%
6	Snickerdoodle	3%
TBD	Dark Chocolate made with Chocolate Chunk	New Item

- Dark chocolate w/choc chunk is a new addition to the line
- Cookies have been re-formulated – more gourmet!
- Packaging has been re-designed – attractive “fresh” look!



IW CRISPY BARS

RANKING	DESCRIPTION	% of Total
1	Thick Peanut Butter Crispy	57%
2	Thick Marshmallow Crispy	34%
3	Thick Marshmallow Crispy made with M&M'S® Candies	4%
4	Thick Chocolate Marshmallow Crispy	3%
5	Thick Fruity Crispy	2%
6	Thick Birthday Cake Crispy	1%
TBD	Unicorn Crispy	New Item

