

BRANDED BROWNIE BIGGER IMPACT

When Killer Brownie® is on the menu, consumers show up.



**SAY THE NAME
& THEY'LL BITE**



73%

of consumers are likely to order if Killer Brownie® is called out on the menu

**KILLER BROWNIE®
STANDS OUT**

76%



felt like this dessert product is unique

**IT'S WORTH
THE TRIP**

53%

would visit a restaurant just for Killer Brownie®

**FIRST TIME'S
NOT THE LAST**

68%



would come back for Killer Brownie® again and again



**KILLER
BROWNIE®**

@KILLERBROWNIE



SOURCE: DATASSENTIAL
LAUNCHEDS & RATINGS: Brownie
LTO at regional foodservice chain

	PRODUCT NAME	FORMAT	KB SKU	DOT SKU	UNITS/ CASE	UNITS/ CASE	TI/HI
WITHOUT CARAMEL	BROOKIE	SLAB - 35 CUT	894-35-4	798814	4	42	7x6
		SLAB - 96 CUT	894-96-4	783341	4	42	7x6
		IW	894-35-44IW	775118	44	104	13x8
		8CT	87-8-12RR	774843	12	104	13x8
		16CT	87-16-12RR	774846	12	104	7x6
	CHOCOLATIER	SLAB - 35 CUT	121-35-4	795913	4	42	7x6
		SLAB - 96 CUT	121-96-4	783339	4	42	7x6
		SLAB	121-UC-4	774863	4	42	7x6
		IW	121-35-44IW	775120	44	104	13x8
		8CT	121-8-12RR	774845	12	104	13x8
		16CT	121-16-12RR	774848	12	104	7x6
	KITCHEN SINK BROWNIE	SLAB - 35 CUT	97-35-4	788136	12	42	7x6
		SLAB - 96 CUT	97-96-4	783340	12	42	7x6
		IW	97-35-44IW	774849	44	104	13x8
		8CT	97-8-12RR	774844	12	104	13x8
		16CT	97-16-12RR	774847	12	104	7x6
	APPLE PIE OATMEAL BREAKFAST BLONDIE	IW	129-35-44IW	777474	44	104	13x8
	BLUEBERRY OATMEAL BREAKFAST BLONDIE	IW	130-35-44IW	777473	44	104	13x8
WITH CARAMEL	COOKIE DOUGH BROWNIE WITH CARAMEL	SLAB - 35 CUT	490-35-2	774851	2	63	7x9
		SLAB - 96 CUT	490-96-2	774853	2	63	7x9
		IW	490-35-36IW	799866	36	104	13x8
		5CT	490-5-12RR	774865	12	104	13x8
		4CT	490-4-12RR	774839	12	120	12x10
	TRIPLE CHOCOLATE BROWNIE WITH CARAMEL	SLAB - 35 CUT	482-35-2	774820	2	63	7x9
		SLAB - 96 CUT	482-96-2	774859	2	63	7x9
		IW	482-35-36IW	774850	36	104	13x8
		5CT	482-5-12RR	774819	12	104	13x8
		4CT	482-4-12RR	799864	12	120	12x10
	ORIGINAL PECAN BROWNIE WITH CARAMEL	SLAB - 35 CUT	48-35-2	774855	2	63	7x9
		SLAB - 96 CUT	48-96-2	774858	2	63	13x8
		5CT	48-5-12RR	774867	12	104	12x10
		4CT	48-4-12RR	799862	12	120	7x9
	CONFETTI BLONDIE WITH CARAMEL	SLAB - 35 CUT	499-35-2	774857	2	63	7x9
		SLAB - 96 CUT	499-96-2	774854	2	63	7x9
	PEANUT BUTTER BROWNIE WITH CARAMEL	SLAB - 35 CUT	484-35-2	774856	2	63	7x9
		IW	484-35-36IW	775119	36	104	13x8
		5CT	484-5-12RR	774818	12	104	13x8
		4CT	484-4-12RR	774866	12	120	12x10
	SALTED CARAMEL BROWNIE	SLAB - 35 CUT	489-35-2	774852	2	63	7x9
	ASSORTED TRAY	16CT/ASSORTED TRAY	481-7IN-12RR	774865	12	36	6x6