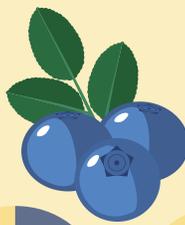
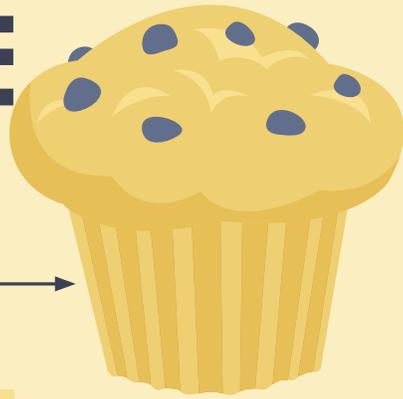


TOP MUFFIN FLAVORS



Muffins ON THE MENU



Muffins are a **LEADING BREAKFAST ITEM** at the top LSRs* with **42%** menu penetration

* Limited Service Restaurants



UP 19%

Menu mentions of muffins are up 19% on **noncommercial menus**



47% of all consumers purchase **MUFFINS AS SNACKS** at least occasionally

Bake'nJoy®

Where Good Taste Begins™

FASTEST-GROWING MUFFIN FLAVORS (YOY)

Pineapple



Strawberry



Almond



Lemon



Carrot



Technomic®