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goodnessKNOWS® Brand -- FACT SHEET

What's New

New Flavors: In 2018, goodnessKNOWS® snack squares will be expanding beyond the traditional fruit and nut line adding SIX new flavors to the line-up. These six new flavors include:

- Peanut Butter Crunch
- Nut & Sea Salt (with Almonds and Peanuts)
- Maple Cinnamon & Almond
- Honey Almond Bourbon Vanilla
- Mocha & Almond
- Oats Raisins & Almond

These savory new flavor combinations are the perfect balance of sweet and salty, with less than 150 calories per single pack.

Brand History

goodnessKNOWS® snack squares are a delicious and amazingly satisfying snack that is non-GMO, gluten-free and crafted with the goodness of real ingredients, such as whole nuts, real fruits, and dark chocolate with no artificial colors, flavors or sweeteners. With four individual snack squares per pack, it is a snack that is ideal for shareability or portionability. Each serving of goodnessKNOWS® contains 100 mg. of naturally-occurring cocoa flavanols, or “the good stuff in dark chocolate.”

goodnessKNOWS® is dedicated to helping consumers navigate the snack bar aisles with the latest packaging refresh and new logo, which hit shelves in May 2017. With a bolder logo design and new packaging that now highlights those same, delicious and real ingredients on the front of the pack, goodnessKNOWS® makes it easier for consumers to identify which flavor speaks most to them on their snack journey.

The demand for snack options is increasing as people move to more frequent micro meals due to health concerns and on-the-go lifestyles. goodnessKNOWS® is able to uniquely deliver on consumers' need for a snack that not only tastes great but is also a “better for you” option.

Each goodnessKNOWS® pack has 150 calories or less – about 40 calories per square – and contains no gluten, artificial flavors, colors, or sweeteners and no high fructose corn syrup.

Portfolio

goodnessKNOWS® snack squares are available in Single Bars (1.2 ounce) and Five-pack cartons (5 - 1.2 ounce):

- Peanut Butter Crunch **(NEW)**
- Nut & Sea Salt **(NEW)**
- Maple Cinnamon & Almond **(NEW)**
- Honey Almond Bourbon Vanilla **(NEW)**
- Mocha & Almond **(NEW)**
- Oats, Raisins & Almond **(NEW)**
- Cranberry & Almond
- Blueberry & Almond
- Mixed Berry & Almond
- Strawberry & Peanut
- Peach, Cherry & Almond
- Apple, Almond & Peanut

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Brand Insights

- The Better-For-You (BFY) Snack Bar Category is exploding, with projected sales of \$6.8 billion by 2019 and a 5-year CAGR of 5%.¹ It is one of the few consumable categories that is growing in both units and in dollars.
- Within the first three months of its national launch, goodnessKNOWS® became the #3 largest brand among 100+ brands in the singles pack-type of the BFY Snack Bar Category.²
- goodnessKNOWS® is among the fastest-selling BFY Snack Bars in the Convenience Channel.²
- Almonds are the #1 liked nut in the U.S.³

¹Nielsen BFY Segment \$ Sales Change, Calendar Year 2011-2015

²Nielsen BFY Segment \$ Sales, XAOC incl. Convenience 4 WE 3.26.16

³Shopper Card Data 2.27.16