5th Generation Family Business
5th Generation Family Business
Some Things have Changed ...
Some Things have Changed ...
Some Things have Changed ...
Some Things have Changed ...
Some Things have Changed ...
... and Some Haven’t
... and Some Haven’t
MoonPie® Core Brand Attributes

- A Timeless Classic ... the Only One on the Planet!™
- Fun / whimsical ... an American icon brand
- DELICIOUS ... “the original S’more” ... kids love it, adults crave it
- Multi-generational appeal ... a pass-along tradition
- Strong consumer value
- “Comfort” food
Sizes
All-Family Appeal

Original
- “Just right for any appetite”
- Original size since 1917

Double-Decker
- “Big snack, Great value”
- Appeals to Men & Teens
- Introduced in 1964

Mini
- “The snack size MoonPie”
- Lunchbox, after school treat, on-the-go snacking

• 2.0 oz.
  • 3 ¾” diameter
  • 4 normal bites

• 2.75 oz.
  • 3 ¾” diameter
  • 6 hearty bites

• 1.0 oz.
  • 2 ½” diameter
  • 4 little bites
Flavors
Flavors
Top 10

1. Family Dollar
2. Cracker Barrel
3. Save-a-Lot
4. Walmart
5. Dollar General
6. Sam's Club
7. Fred's
8. Rite Aid
9. Food City
10. DOT
Snacks - Decision Tree

Salty 100 Calorie Sweet Energy Confection

Evergreen Staple Private Label Nostalgic Favorite For Variety

Oreo Chips Ahoy Little Debbie Twinkies Fudge Shoppe Moon Pie

Single-Serve/OTG Multipack/home

“Double-Decker” – since 1964
2.75 ounces
6 hearty bites
DADS/TEENS/LOW INCOME

“Original” – since 1917
2.0 ounces
4 normal bites
BOOMERS/WOMEN

“Mini” – since 1999
1.2 ounces
4 little bites
KIDS/MOM/LUNCHBOX

Chocolate #1 flavor
Universal appeal

Vanilla
Boomer/Adult appeal

Banana
Kid appeal
AA/Hispanic appeal

Strawberry
Kid appeal
AA/Hispanic appeal

PB and Mint
Universal Appeal
New News / New Brand Consumers
The MoonPie Consumer

- Skews toward larger, middle-aged families with older children and toward Boomers

<table>
<thead>
<tr>
<th>Category</th>
<th>Cookie Category</th>
<th>MoonPie</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH size 3</td>
<td>110</td>
<td>151</td>
</tr>
<tr>
<td>HH size 5</td>
<td>122</td>
<td>137</td>
</tr>
<tr>
<td>HH size 6</td>
<td>124</td>
<td>141</td>
</tr>
<tr>
<td>Kids 0-5 (only) at home</td>
<td>103</td>
<td>21</td>
</tr>
<tr>
<td>Kids 6-11 (only) at home</td>
<td>112</td>
<td>65</td>
</tr>
<tr>
<td>Kids 0-5 &amp; 6-11 at home</td>
<td>121</td>
<td>141</td>
</tr>
<tr>
<td>Kids 12-17 at home</td>
<td>131</td>
<td>139</td>
</tr>
<tr>
<td>HH with Younger Children</td>
<td>107</td>
<td>70</td>
</tr>
<tr>
<td>HH with Older Children</td>
<td>120</td>
<td>132</td>
</tr>
<tr>
<td>Female Head of HH 25-34</td>
<td>96</td>
<td>77</td>
</tr>
<tr>
<td>Female Head of HH 35-44</td>
<td>104</td>
<td>62</td>
</tr>
<tr>
<td>Female Head of HH 45-54</td>
<td>116</td>
<td>149</td>
</tr>
<tr>
<td>Female Head of HH 55-64</td>
<td>99</td>
<td>121</td>
</tr>
<tr>
<td>Female Head of HH 65+</td>
<td>103</td>
<td>140</td>
</tr>
<tr>
<td>Older Couples</td>
<td>108</td>
<td>148</td>
</tr>
</tbody>
</table>

IRI 40,000 member Household Panel, Total US, FDMx, 52 weeks ending 12.28.09 – Purchase Volume Index
The MoonPie Consumer

continued

• Skews toward low to moderate income

<table>
<thead>
<tr>
<th>Cookie Category</th>
<th>MoonPie</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Getting By”</td>
<td>104</td>
</tr>
<tr>
<td>“Living Comfortably”</td>
<td>95</td>
</tr>
<tr>
<td>“Doing Well”</td>
<td>100</td>
</tr>
</tbody>
</table>

HH Income < $25K 98 199
HH Income $25K - $40K 97 152
HH Income $40K+ 109 79

• Skews toward a high school education or less

√ H.S. grad or equivalent index = 124; College degree index = 44

• Skews toward African-Americans; above-average with Hispanics

White 103 104
Black 96 160
Hispanics 110 108

• Tends to Rent more than average

√ rents their home index = 125

MRI Doublebase, Total US, 2009 Report
IRI 40,000 member Household Panel, Total US, FDMx, 52 weeks ending 12.28.09 – Purchase Volume Index
• Is loyal, value-conscious, and hard-working

<table>
<thead>
<tr>
<th>Statement</th>
<th>MoonPie</th>
</tr>
</thead>
<tbody>
<tr>
<td>I buy the brands I grew up with</td>
<td>121</td>
</tr>
<tr>
<td>When I find a brand I like, I tend to stick with it</td>
<td>138</td>
</tr>
<tr>
<td>I will gladly switch brands to use a coupon</td>
<td>119</td>
</tr>
<tr>
<td>I switch brands for variety / novelty</td>
<td>129</td>
</tr>
<tr>
<td>Agree wealth is not very important</td>
<td>118</td>
</tr>
<tr>
<td>Duty to family and country is very important</td>
<td>135</td>
</tr>
</tbody>
</table>

MRI Doublebase, Total US, 2009 Report
GREEN – 90+% ACV across all channels
YELLOW – strong C-Store & Mass/Club; fast-growing Grocery
RED – solid C-Store & Mass/Club; frequent “in & out” Grocery
Brand Awareness

"Which of the following brands of cookies and snack cakes are you familiar with?"

Brand awareness nearly equal across regions, despite Southern heritage

Mini MoonPie®

What’s New

• Now 110 calories – perfectly portioned for women and kids
  ✓ today’s same proven recipe that’s big enough to satisfy, small enough to feel great about
  ✓ 3 fat grams, no cholesterol and zero trans fat
  ✓ no “partially hydrogenated” oils

• Bold new design
  ✓ nostalgic and new, all at once
  ✓ larger, more prominent branding using iconic brand mark and moon
  ✓ deep blue sky background adds contrast and fun, out-of-this-world feel
  ✓ improved product imagery adds clarity and taste appeal
  ✓ traditional white equity utilized to convey clouds and marshmallow theme
  ✓ simple design – each point of communication clear

• Good on Green
  ✓ removed excess carton and case packaging material

• Flex pack design – merchandises horizontally and vertically
  ✓ maximizes on-shelf flexibility and ROI on shelf space

Nutrition Facts

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories</th>
<th>Calories from Fat %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>110</td>
<td>25</td>
</tr>
</tbody>
</table>

| Total Fat | 3g | 4% |
| Saturated Fat | 2g | 10% |
| Trans Fat | 0g |    |
| Cholesterol | 0mg |    |
| Sodium | 100mg | 4% |
| Total Carbohydrate | 20g | 7% |
| Dietary Fiber | 0g |    |
| Sugars | 5g |    |
| Protein | 1g |    |

- Vitamin A 0%
- Vitamin C 0%
Chattanooga Bakery, Inc.

Master Grocery POG

**Mini MoonPie**
- 12 ct. vanilla
- 12 ct. banana

**Orig. MoonPie**
- 12 ct. vanilla
- 12 ct. chocolate
- 12 ct. banana

**DD MoonPie**
- 8 ct. banana
- 8 ct. chocolate
- 8 ct. strawberry

**Single-Decker**
- women / boomers

**Mini**
- moms with kids / lunchbox / after-school snacking

**Crunch**
- all-family appeal / new brand consumers

**Double-Decker**
- men / teens
Chattanooga Bakery, Inc.

Suggested Items for a Single-Serve POG

DD MoonPie
9 ct.
chocolate
81001

DD MoonPie
9 ct.
banana
81003

DD MoonPie
9 ct.
strawberry
81005

DD MoonPie
9 ct.
orange
81004

DD MoonPie
9 ct.
vanilla
81002

DD MoonPie
9 ct.
lemon
81007

Mini MoonPie
Chocolate
12 ct. Twin Pack
22201

Mini MoonPie
Vanilla
12 ct. Twin Pack
22202

Mini MoonPie
Banana
12 ct. Twin Pack
22203

Mini MoonPie
Banana
12 ct. Twin Pack
12922

Mini MoonPie
Vanilla
12 ct. Twin Pack
20012

Mini MoonPie
Chocolate
12 ct. Twin Pack
20011

Mini MoonPie
Banana
36 ct.
Changemaker Tub
12921

MoonPie Crunch
Twin Peanut Butter
12 ct. Twin Pack
46601

MoonPie Crunch
Twin Mint
12 ct. Twin Pack
46603

Pecan Pie
12 ct.

Coconut Pie
12 ct.

Available Jan-May & Oct-Dec

Available Jan-May & Oct-Dec
American Pie ...
American Pie
American Pie ...
American Pie ...
Facebook
Facebook
American Pie ...
American Pie ...

Chattanooga, Charleston, SC, Pigeon Forge & Lynchburg, TN
American Pie...
American Pie ...
American Pie ...
American Pie ...
American Pie ...
American Pie ...
American Pie ...
American Pie ...
American Pie ...

The Only One On The Planet!

The Only One In NASCAR!
American Pie ...
American Pie ...
American Pie ...

My Favorite MoonPie Memory

In January of 1982, our power was off for 5 days due to a winter ice storm. My niece's 5th birthday fell in the middle of the power outage (January 14th). Since we had no way of getting the traditional birthday cake, we had to use our imagination. We stacked MoonPies and added candles. My niece is now 36 yrs. old and still says that was her favorite birthday.

P.S. Sincerely,

holding picture
Pattie Darla J. R.

S. M. H. K.
American Pie...

My favorite Moon Pie memory is of the day my husband and I were married. It was July 2, 1974. After a quick trip to the courthouse in Thomasville, Georgia, we came home to celebrate. You can see from the photo that the reception was small - a bottle of champagne and one Moon Pie.

Almost 29 years have passed, and whenever I see a Moon Pie, I have to smile because it takes me back to that happy day.

We have two grown boys; they've heard about the MoonPie, eaten plenty themselves, and we'd all love a tour of the factory!

Sincerely,

Cindy Joel