

CRANK UP THE CRUNCH

NOW IN 1oz



MOON CHEESE IS ONE OF THE ONLY SNACKS THAT TASTES GREAT, CAN TRAVEL ANYWHERE, AND IS FULL OF NUTRIENTS.

NUTRITIOUS	DELICIOUS	CONVENIENT
<ul style="list-style-type: none"> • 10+g protein • No sugar • 1-2g net carbs • Only 2-4 ingredients • Gluten Free and rBST Free 	<ul style="list-style-type: none"> • 80% of consumers eat cheese daily or a few times a week • Easy to snack on 	<ul style="list-style-type: none"> • Single on-the-go serving • No refrigeration necessary • Pop-able form

STRONG PARTNERS AND VELOCITIES

ALREADY IN 20,000+ PREMIER STORES
AVERAGE VELOCITIES OF 5-9 UNITS/STORE/WK

**Positioned
for Success**



- New world-class packaging
- Major investments in advertising, sampling, and influencer marketing
- New flavors are top choices based on consumer research
- New senior leadership (125+ years in CPG)

CRANK UP THE CRUNCH

2oz



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Moon Cheese – Innovation to Continue Delivering a High Protein, Low Carb, Clean Label On-trend Snack !!!

Crank Up The Crunch

Mash Up Innovation

Two Flavors of Moon Cheese in One Pouch !

MOON
CHEESE

Mashups are a BIG Consumer Trend



... multiple flavors and / or Brands in the same offering

Concept

Two Moon Cheese Flavors in the same Pouch.
Moon Cheese is uniquely positioned to deliver a PREMIUM version of mashups with our great cheese snack flavors

Launches Apr, '21



Moon Cheese Mash Ups

- Concept tested extremely high with Consumers – 74% Top 2 Box

	Top 2 Box	Top Box
Overall appeal	74%	38%
Likelihood to buy	63%	28%
Good source of protein	81%	41%
Good on the go snack	87%	49%

- Lined price with 2oz portfolio
- New Cheese variant (Colby Jack) combined with our best-selling Cheddar Cheese. Two great tastes in one pouch

