



Bon Appetit® Gourmet Program

Bon Appetit® Chefs have tailored this line specifically for today's "On The Go" consumer.

- *Danishes, Cakes, Donuts and Muffins with award winning quality and taste.*
- *Artisan Quality baking processes.*
- *Full line assortment to satisfy even the most discriminating customer!*
- *Consistency in product quality and appearance each and every delivery.*
- *Satisfies the Value conscious buyer!*



Bon Appetit® Gourmet Program

Bon Appetit® is the perfect compliment to any Fresh Bakery program.

Your customers are guaranteed a gourmet bakery offering around the clock, while Managers are relieved of the stress, labor and waste concerns of an in house bakery programs.

PROGRAM OVERVIEW:

- ❖ *Product is delivered, stocked, rotated, and fully guaranteed. ZERO WASTE!*
- ❖ *Minimum delivery of once per week.*
- ❖ *Product Shelf Life is 21 days except for Donuts, which are 28 days!*
- ❖ *Categories include Danish, Muffins, Sliced and Bar Cakes, Donuts, & Hispanic Pastries.*
- ❖ *Varieties are the National Best Sellers and are tailored to accommodate regional flavor profiles.*
- ❖ *Displays are selected for each location based on volume and footprint of location.*



Café de Bon Appetit
Muffins, Danish, Cake, Hispanic
Pastries, Donuts

WHY BON APPETIT?

- ❖ **High Profit, Zero Returns**
- ❖ **Artisan-style Products**
- ❖ **Unequal in Quality and Taste**
- ❖ **Nationally Ranked #1 Packaged Pastry**
- ❖ **Full Service Program**
- ❖ **Product Delivered Weekly, Merchandised, Guaranteed**
- ❖ **Managers are Relieved of Any Labor associated with Warehouse Bakery Programs**



Award Winning Products



2 varieties
bar cakes



7 varieties
danish



10 varieties of donuts



4 varieties
Hispanic



6 varieties
sliced cakes

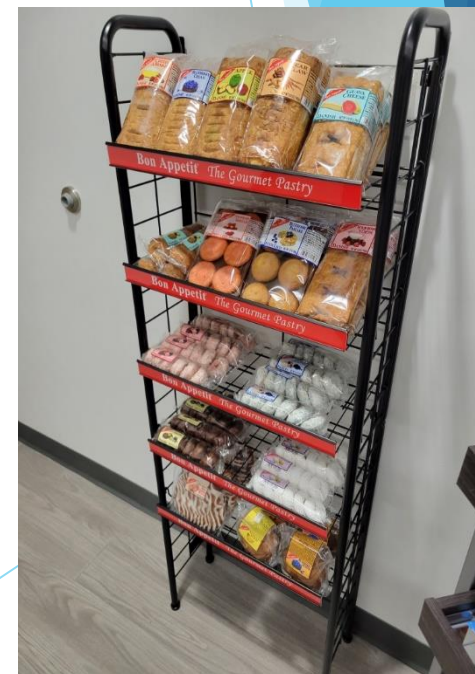
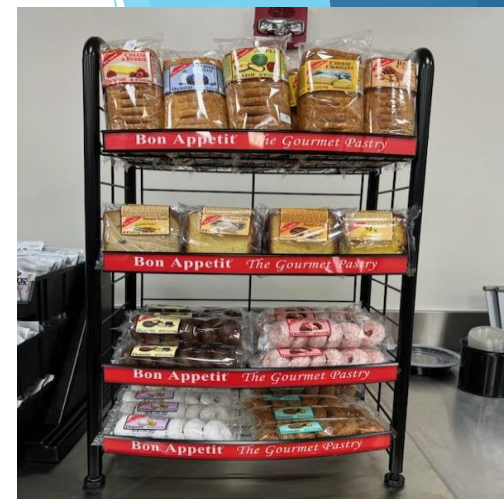


Super Cinnamon
Roll



5 varieties
muffins

Bon Appetit Displays





Total US Convenience Product Ranking

52 Weeks Ending 6/18/2023

RANK	PRODUCT	2023 DOLLARS	2022 DOLLARS	DOLLAR CHANGE	DOLLAR % CHANGE	2023 UNITS	2022 UNITS	UNIT CHANGE	UNIT % CHANGE	2023 ACV	2022 ACV	ACV CHANGE
	TOTAL CATEGORY	\$3,310,058,271	\$2,910,111,128	\$399,947,143	13.7%	1,464,115,794	1,505,267,811	(41,152,017)	-2.7%	100.00	100.00	0.00
1	BON APPETIT CHEESE & BERRIES DANISH PLASTIC WRAPPED 5 OZ - 003575111091	\$79,747,782	\$70,281,305	\$9,466,477	13.5%	28,755,005	28,497,016	257,989	0.9%	72.70	70.17	2.53
2	LITTLE DEBBIE HONEY HONEY BUN GLAZED PLASTIC WRAPPED 4 OZ - 0024300865401	\$70,257,613	\$40,655,110	\$29,602,503	72.8%	38,421,399	30,163,229	8,258,170	27.4%	46.38	43.44	2.94
3	HOSTESS DONETTES PLAIN CAKE DONUT PLASTIC WRAPPED TRAY 3 OZ - 0888109050021	\$64,037,751	\$56,211,931	\$7,825,820	13.9%	25,105,866	25,363,056	(257,190)	-1.0%	84.27	82.12	2.15
4	HOSTESS DONETTES POWDER SUGAR CAKE DONUT PLASTIC BAG 3 OZ - 0888109050041	\$63,180,427	\$52,403,531	\$10,776,896	20.6%	24,782,137	23,659,858	1,122,279	4.7%	85.10	82.60	2.50
5	BON APPETIT CHEESE CROISSANT UNCOATED PLASTIC WRAPPED 5 OZ - 0035751111131	\$52,828,800	\$47,282,346	\$5,546,454	11.7%	19,095,050	19,239,970	(144,921)	-0.8%	68.93	66.64	2.29
6	HOSTESS TWINKIES GOLDEN SPONGE CAKE 2.7 OZ - 0888109010102	\$52,764,805	\$48,402,514	\$4,362,290	9.0%	20,877,418	21,957,275	(1,079,856)	-4.9%	90.55	88.39	2.16
7	HOSTESS CHOCOLATE CUPCAKE 3.17 OZ - 0888109010011	\$52,563,355	\$50,045,006	\$2,518,349	5.0%	20,676,822	22,630,556	(1,953,734)	-8.6%	88.35	85.96	2.39
8	BON APPETIT APPLE DANISH PLASTIC WRAPPED 5 OZ - 0035751111061	\$50,352,403	\$45,915,187	\$4,437,216	9.7%	18,191,361	18,652,249	(460,888)	-2.5%	70.40	68.22	2.18
9	LITTLE DEBBIE HONEY HONEY BUN ICED PLASTIC WRAPPED 4 OZ - 0024300865411	\$48,860,267	\$32,529,052	\$16,331,215	50.2%	26,839,052	24,435,204	2,403,848	9.8%	47.52	48.16	-0.65
10	HOSTESS DONETTES CRUNCH CAKE DONUT PLASTIC BAG 4 OZ - 0888109050051	\$48,403,713	\$41,656,058	\$6,747,655	16.2%	18,942,700	18,717,269	225,431	1.2%	79.69	76.96	2.73
11	BON APPETIT BLUEBERRY CREAM DANISH PLASTIC WRAPPED 5 OZ - 0035751111141	\$45,263,994	\$38,912,425	\$6,351,569	16.3%	16,344,990	15,775,718	569,272	3.6%	71.04	67.10	3.94
12	PRIVATE LABEL PLAIN CAKE DONUT BAG 3 OZ - 158972301	\$41,384,946	\$25,966,193	\$15,418,753	59.4%	33,165,075	26,479,035	6,686,041	25.3%	2.95	2.81	0.14
13	BON APPETIT PLAIN CONCHA FROSTED PLASTIC WRAPPED 5 OZ - 0035751117002	\$39,676,737	\$28,140,239	\$11,536,498	41.0%	14,045,076	11,298,911	2,746,165	24.3%	56.96	56.13	0.83
14	HOSTESS DONETTES POWDER SUGAR CAKE DONUT STAND UP RESEALABLE WINDOW BAG 10 OZ - 0888109150041	\$38,566,778	\$32,370,421	\$6,196,357	19.1%	9,009,117	8,706,734	302,383	3.5%	64.69	63.20	1.48
15	LITTLE DEBBIE COSMIC BROWNIES CHOCOLATE BROWNIE 4 OZ - 0024300837865	\$37,673,022	\$26,935,297	\$10,737,724	39.9%	20,526,659	19,919,944	606,715	3.0%	61.38	55.44	5.94
16	HOSTESS DONETTES PLAIN CAKE DONUT STAND UP RESEALABLE WINDOW BAG 10.75 OZ - 0888109150021	\$36,368,432	\$33,148,013	\$3,220,420	9.7%	8,571,476	8,980,740	(409,264)	-4.6%	64.12	63.49	0.63
17	BON APPETIT BANANA BREAD SNACK CAKE 4 OZ - 0035751114251	\$34,610,158	\$35,466,478	(\$856,319)	-2.4%	12,559,400	14,478,127	(1,918,727)	-13.3%	64.04	60.89	3.16
18	BON APPETIT PLAIN BEAR CLAW PLASTIC WRAPPED 4 OZ - 0035751111072	\$34,573,639	\$30,393,149	\$4,180,490	13.8%	12,424,757	12,280,187	144,570	1.2%	64.64	61.56	3.08
19	BIMBO MANTECADAS MUFFIN PLASTIC BAG 4 CT 4.1 OZ - 0074323091221	\$32,564,946	\$27,243,948	\$5,320,998	19.5%	13,096,955	12,619,796	477,159	3.8%	43.69	39.41	4.28
20	LITTLE DEBBIE PLAIN STICK DONUT PLASTIC BAG 2.75 OZ - 0024300865101	\$29,867,868	\$22,814,782	\$7,053,086	30.9%	16,400,422	16,960,876	(560,453)	-3.3%	49.04	49.20	-0.16
21	PRIVATE LABEL ASSORTED FLAVOR AND SCENT CAKE DONUT PLASTIC CONTAINER 3 OZ - 158972300	\$29,684,792	\$28,297,952	\$1,386,840	4.9%	25,736,006	28,905,025	(3,169,019)	-11.0%	2.97	2.84	0.14
22	HOSTESS CINNAMON STREUSEL COFFEE CAKE PLASTIC WRAPPED CARDBOARD TRAY 2.89 OZ - 0888109010041	\$27,114,700	\$27,119,316	(\$4,615)	0.0%	10,826,847	12,372,661	(1,545,814)	-12.5%	79.05	76.84	2.21
23	BON APPETIT PLAIN SWEET ROLL UNCOATED PLASTIC WRAPPED 4.5 OZ - 0035751117091	\$26,838,765	\$21,878,325	\$4,960,440	22.7%	9,660,609	8,886,988	773,622	8.7%	46.98	44.66	2.32
24	HOSTESS ZINGERS VANILLA SNACK CAKE 22.9 OZ - 0888109010112	\$26,099,203	\$25,151,377	\$947,826	3.8%	10,301,725	11,401,983	(1,100,258)	-9.6%	84.47	83.03	1.44
25	LITTLE DEBBIE PLAIN SNACK CAKE 3 OZ - 0024300865952	\$25,918,914	\$26,393,679	(\$474,766)	-1.8%	14,465,457	19,863,154	(5,397,697)	-27.2%	60.31	54.21	6.11

- 3 out of the top 10 items are Bon Appetit
- Bon Appetit is the category leader with ACV 16.6% less than Hostess
- Bon Appetit contributes 33.4% of the top 25 items





Total US Convenience Brand Ranking 52 Weeks Ending 6/18/2023

COMPANY	2023 DOLLARS	2022 DOLLARS	DOLLAR CHANGE	DOLLAR % CHANGE	2023 UNITS	2022 UNITS	UNIT CHANGE	UNIT % CHANGE
TOTAL CATEGORY	\$3,310,058,271	\$2,910,111,128	\$399,947,143	13.7%	1,464,115,794	1,505,267,811	(41,152,017)	-2.7%
HOSTESS BRANDS LLC	\$885,114,964	\$807,007,697	\$78,107,266	9.7%	331,881,675	348,807,541	(16,925,866)	-4.9%
BON APPETIT DANISH INC	\$629,446,180	\$554,883,065	\$74,563,115	13.4%	227,280,470	225,925,985	1,354,485	0.6%
MCKEE FOODS CORP	\$503,849,585	\$384,481,756	\$119,367,828	31.0%	283,708,583	299,391,953	(15,683,370)	-5.2%
PRIVATE LABEL	\$418,470,901	\$392,906,180	\$25,564,721	6.5%	244,770,891	248,903,344	(4,132,453)	-1.7%
GRUPO BIMBO	\$275,449,304	\$236,666,381	\$38,782,923	16.4%	105,441,301	103,753,903	1,687,398	1.6%
FLOWERS FOODS LLC	\$211,087,065	\$192,043,604	\$19,043,460	9.9%	95,421,445	103,513,895	(8,092,450)	-7.8%
HORIZON FOOD GRP	\$53,691,780	\$45,785,950	\$7,905,830	17.3%	24,204,434	24,362,174	(157,740)	-0.6%
EPTA AMERICA LLC	\$48,090,191	\$44,472,808	\$3,617,383	8.1%	22,120,586	24,270,352	(2,149,766)	-8.9%
DOUGHNUT PEDDLER	\$38,801,839	\$18,474,731	\$20,327,108	110.0%	18,963,851	10,188,787	8,775,063	86.1%
PRAIRIE CITY BAKERY	\$24,118,776	\$21,651,548	\$2,467,228	11.4%	10,739,186	11,200,769	(461,582)	-4.1%

- Bon Appetit contributes 20.4% of sales for the Top 10 Brands
- Bon Appetit had best fill rate in Category in 2020, 2021, 2023
- Bon Appetit Cheese and Berries Danish would rank as #7 Brand

