



NEW!

THAW & SELL CROISSANTS

Consumer / Category Facts



Made on a new state of the art croissant line ensuring quality, consistency and efficiency



Croissants are a ubiquitous item with **95%** consumer awareness



Limited shrink for operators, Just-in-time supply of product on shelf

Market Facts



Croissants are a \$727 MM category with a growth of 10% vs YA



Fixed weight croissants selling \$398MM, 10% YOY Growth



+4.2% additional Households purchased Croissants
+5.8% in additional trips buying Croissants
+6.0% in unit sales per point of distribution

Source: NielsenIQ – Total US xAOC + Convenience; Latest 52 weeks ending 29/07/2023; 2. 84.51/Stratum Sept 2023





Every bite of our light and flaky Croissants will excite your taste buds. Pair it with your favorite fruit jam or hot beverage. Enjoy our classic croissant any time of the day.



The Worthy Crumb™ Margarine Mini Croissants 12pk

item	upc	scc	weight	ambient shelf life
56157	7-70981-56157-8	1-07-70981-56157-5	10 oz (284 g)	10 days



The Worthy Crumb™ Large Pinched Croissants 4pk

item	upc	scc	weight	ambient shelf life
56159	7-70981-56159-2	1-07-70981-56159-9	8.8 oz (250 g)	7 days



The Worthy Crumb™ Medium Pinched Croissants 6pk

item	upc	scc	weight	ambient shelf life
56270	7-70981-56270-4	1-07-70981-56270-1	12 oz (340 g)	7 days

case qty	case cube	case dimensions	pallet pattern	freezer shelf life
12	1.76 cu. ft.	L 8.64" x W 8.64" x H 2.87"	10 x 5 (H) = 50	6 months



GIVE & GO®

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