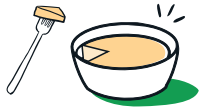




# INTRODUCING NEW GOODWHEAT™ PANCAKE & WAFFLE MIX AND QUIKCAKES™

The healthy pancakes that make everybody happy!

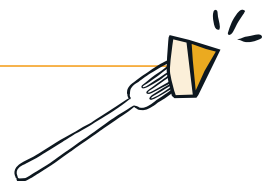


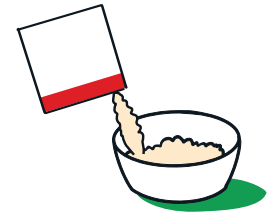
## Quikcakes™ Add More Magic To Your Mornings

- **Single-Serve Quikcakes™**
- 11× the fiber vs. regular single-serve pancake cups
- 7g of protein
- Instant, microwaveable pancakes – just pour in a bowl, add water, and microwave!
- Only simple ingredients
- Made with USA farm grown wheat
- 3 flavors: Buttermilk, Chocolate Chocolate Chip, and Confetti

## A Short Stack That Goes Long On Taste –And Fiber

- **GoodWheat Pancake & Waffle Mix**
- 8× the fiber vs. regular pancake mix
- 5g of protein
- Just add water!
- Only simple ingredients
- Made with USA farm grown wheat
- 3 flavors: Buttermilk, Chocolate Chocolate Chip, and Apple Cinnamon





## Educational-selling Activation Ideas



GoodWheat pancakes can fit into many seasonal wellness promotions, and when paired with other nourishing foods can help to drive sales across the store.

### Back-to-School and Back-To-College: Ways to Promote

- Create a BTS breakfast video showcasing the nutritional benefits of GoodWheat pancakes and pairings.
- Write a blog discussing kids’ fiber needs and provide tasty meal and snack solutions including GoodWheat pancakes and Quikcakes.
- Share social media posts with nourishing after school snack ideas featuring Quikcakes with healthy toppings.
- College students want convenient foods that provide energizing health benefits. Offer suggestions for stocking dorms with easy-to-prepare, nourishing foods like Quikcakes.
- Create a back-to-college shopping list to distribute during college promotional events and through your pharmacies when they’re providing student health care services.

**GoodWheat™ Pancakes Taste Great, and Supply Key Nutrients Like Fiber and Protein To Make Everybody Happy:**

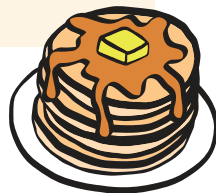
- Parents who seek foods their kids will love with nutrition attributes they can feel good about.
- Students who need easy solutions to keep them fueled for learning – from a quick and nourishing breakfast to energizing snacks.
- Older adults who desire delicious, easy to prepare foods that offer health benefits.
- **Anyone** looking for fun, flavorful foods to provide them energy and support their health!

### Digestive Health: Ways to Promote

- Include GoodWheat pancakes in your gut health promotions as a fun way to get more fiber.
- Offer a “higher fiber” substitution list online and include GoodWheat pancakes and Quikcakes.
- During Digestive Health Month (May), flag higher fiber foods on with signage and shelf tags, and provide kids with a “Find the Fiber” store scavenger hunt to help them identify delicious higher fiber foods.

### Older Adults: Ways to Promote

- Older shoppers will appreciate learning about tasty new foods that provide health benefits. With fiber to promote digestive health, protein for muscle maintenance and good carbs for energy, GoodWheat pancakes can help break older adults out of their “oatmeal rut.”
- Quikcakes are also a simple, way to prepare a nourishing breakfast option when cooking breakfast for just one or two. Tie GoodWheat pancakes into older adult health promotions.





# These simple, convenient pairings provide balanced, tasty nutrition to fuel your day



GoodWheat pancakes and Quikcakes have protein and fiber to fill you up, and keep you full for longer. Combining them with other foods can add flavor, texture and fun along with added nutrients. That's nutrition by addition!

## HERE ARE SOME DELICIOUS COMBINATIONS

- GoodWheat Buttermilk Quikcakes + Blueberries + Strawberries
- GoodWheat Chocolate Chocolate Chip Pancakes + Melted Peanut Butter + Banana Slices
- GoodWheat Apple Cinnamon Pancakes + Melted Almond Butter + Chopped Fresh Apples
- GoodWheat Buttermilk Pancakes + Coconut Yogurt + Peach Slices
- GoodWheat Chocolate Chocolate Chip Quikcakes + Raspberries
- GoodWheat Confetti Quikcakes + Strawberry Slices + Vanilla Greek Yogurt

