

NEW PRODUCT INNOVATION

LOX IN A BOX SNACK KITS

AVAILABLE JANUARY
2024



KEY MESSAGES

- Acme is the leading manufacturer of cold smoked fish in the US, and committed to delivering **INNOVATION** that **EXPANDS THE CATEGORY**
- America is **SNACKING MORE**
 - 49% OF CONSUMERS SNACK 3+ TIMES PER DAY (+4PTS L2Y)
 - 61% OF CONSUMERS EAT SNACKS IN CONVENIENT SIZES AND PACKS (+3PTS LAST TWO YEARS)
 - 57% OF CONSUMERS WANT HIGH PROTEIN IN SNACKS – AND IT’S TOUGH TO FIND
- Acme Lox in a Box is the perfect snack on-the-go or whenever you need a **DELICIOUS AND SUSTAINING SNACK** throughout your busy day – and at a **REASONABLE PRICE!**
- **CONSUMERS LOVE IT!** 77% of Consumers are Extremely or Very Likely to Buy
- Available January 2024, and supported with consumer and customer marketing



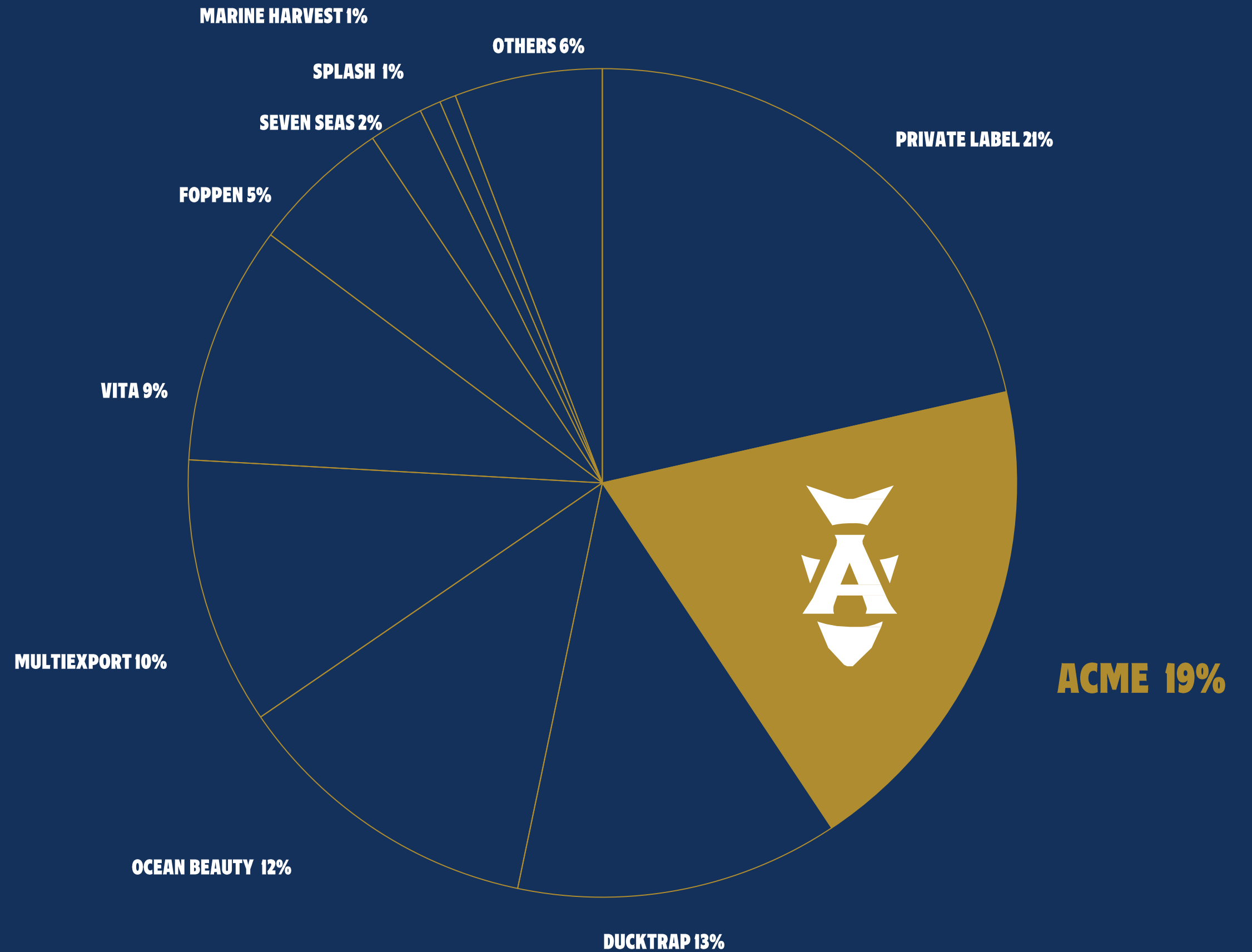
**AS THE MARKET LEADER,
WE ARE UNIQUELY POSITIONED
TO GROW THE CATEGORY**

**Acme is the leading brand in
Cold Smoked.**

**Most extensive product
portfolio** encompassing Cold
Smoked, Hot Smoked, Salads and
Herring products.

Your one-stop shop.

COLD SMOKED SHARE BY COMPANY (TOTAL US)



Source: IRI 52-wks 7.16.23

SNACKING IS A STRONG AND GROWING TREND

NEW ACME LOX IN A BOX CHECKS ALL THE BOXES!

49%

**AMERICA IS
SNACKING MORE!**

**49% OF CONSUMERS SNACK
3+ TIMES PER DAY
(+4PTS L2Y)**

61%

**CONVENIENCE IS
KING!**

**61% OF CONSUMERS EAT
SNACKS IN CONVENIENT SIZES
AND PACKS
(+3PTS LAST TWO YEARS)**

57%

**MORE PROTEIN
PLEASE!**

**57% OF CONSUMERS WANT
HIGH PROTEIN IN SNACKS –
AND IT'S TOUGH TO FIND**





TIME TO GROW THE CATEGORY IS NOW!

PRIMED FOR GROWTH

Household penetration is still low, but has a strong, devoted following.

ON TREND

Consumers perceive smoked fish as healthy and indulgent.

GROW CONSUMPTION

By bringing new and younger consumers into the category. Increasing frequency of current consumers by expanding eating occasions.





Coming January 2024!

Inside this box, a treasure awaits.

A salmon snack that truly rates.

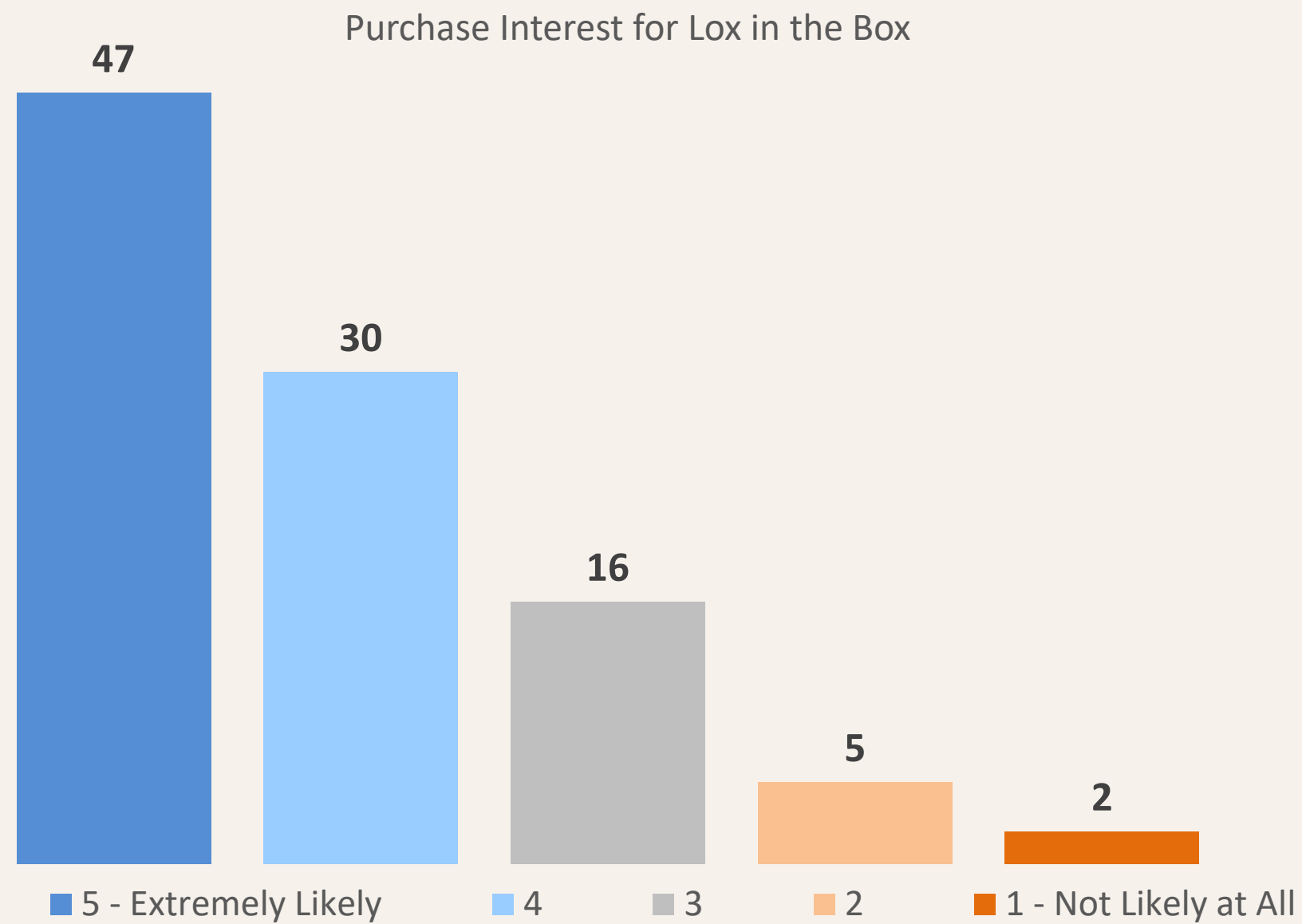
**With crackers, cream cheese or
avocado spread stacked just right,**

Lox in a Box will bring sheer delight!



AND CONSUMERS LOVE IT!

77% of Consumers are Extremely or Very Likely to Buy



- **Strong across all regions, and driven by younger consumers (A25-54)**
- **Drivers of liking are taste appeal, convenience, price, healthy snack**
- **84% said it was extremely or very original/unique**
- **76% said it was an extremely good or very good value**
- **Great for at home or at the office for lunch or mid-afternoon snack**
- **68% perceive it as a healthy snack**



SUPPORTED WITH BRAND INVESTMENT



Digital/Social advertng targeted to shoppers who are category buyers at key retailers who have distribution



At-Shelf Brand Campaign



Seafood Expo NORTH AMERICA

Featured Product at All Trade Shows



Broader Awareness Campaign through 2024



THANK YOU

