

# FEED YOUR BEAR™

Introducing NEW *Bear Naked®* To-Go Packs! They're made from the finest, Non-GMO Project Verified ingredients in the most craveable flavors, your customers won't be able to keep their paws off them!



**Bear Naked® Fruit & Nut Medley**

**56g**  
WHOLE  
GRAINS  
PER POUCH

Crunchy, sweet granola clusters with whole grain oats, almonds, cranberries, raisins, toasted coconut and pecans abound throughout the experience.



**Bear Naked® Vanilla Almond Crisp**

**13g**  
PROTEIN  
PER POUCH

Light, crisp clusters featuring top notes of toasted grains and roasted almonds with flavors of rich brown sugar and natural bourbon vanilla.



Available in a merchandisable caddy, making it easy to display in multiple locations

**bear  
naked®**  
WILDLY DELICIOUS GRANOLA

**71%**

of granola consumers eat granola as a snack<sup>1</sup>

**79%**

of away from home granola snackers pack granola in a bag to take on the go<sup>2</sup>



Granola segment grew 10.9% vs YA in '23 (+52.9% vs. '19)<sup>3</sup>



*Bear Naked®* Granola brings in more new granola consumers than other leading granola brands<sup>4</sup>

FOR MORE INFORMATION AND NUTRITIONAL INFORMATION, VISIT [WKELLOGGAWAYFROMHOME.COM](http://WKELLOGGAWAYFROMHOME.COM)

1. Granola CDH Study, 2022 2. Granola Snacking Study, 2023 3. Nielsen Total USxAO, L52W ending 12/30/23 4. NielsenIQ Homescan Panel; HH Proj; 52 WE 12/30/23; Total Outlets; Total Panel © 2024 Bear Naked LLC

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# bear naked®

WILDLY DELICIOUS GRANOLA



## PRODUCT INFORMATION

Product Description:	<b>NEW!</b> Bear Naked® Vanilla Almond Crisp
Case Code:	884623-10612
Case Pack:	6-6ct./3.7oz.
Caddy Code:	884623-10613
Caddy Dimensions:	4.75" 9.25" x 6"
SRP:	\$3.99
Available:	

## PRODUCT INFORMATION

Product Description:	<b>NEW!</b> Bear Naked® Fruit & Nut Medley
Case Code:	884623-10615
Case Pack:	6-6ct./3.7oz.
Caddy Code:	884623-10616
Caddy Dimensions:	4.75" 9.25" x 6"
SRP:	\$3.99
Available:	

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