
PEPPERIDGE FARM COMMERCIAL
“BLAST OFF” 30 SECS



We are continuing to drive further growth in Goldfish by broadening its appeal into adjacent categories



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- Positive nutrition
 - Whole grains
 - No artificial colors or preservatives
 - Less fat than leading cookies



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- Positive nutrition
 - Whole grains
 - No artificial colors or preservatives
 - Less fat than leading cookies
- Several innovative new product ideas for Goldfish under development
 - Broader appeal
 - Step up nutritional profile



Pepperidge Farm: Fresh bread is a growth area

- Differentiated premium products with superior taste and wellness credentials



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- Differentiated premium products with superior taste and wellness credentials
- Leading market share



Pepperidge Farm: Fresh bread is a growth area

- Differentiated premium products with superior taste and wellness credentials
- Leading market share
- 50% increase in net sales over past 5 years
- \$700 million brand at retail



Pepperidge Farm: Whole-grain breads

- 2005 launch
- Clear premium credentials
- Attracted new consumers



Pepperidge Farm: Whole-grain breads

- 2005 launch
- Clear premium credentials
- Attracted new consumers
- Catalyst in trading consumers up



Sustained growth in premium bread with continuous innovation



Sustained growth in premium bread with continuous innovation



Sustained growth in premium bread with continuous innovation



Another growth area will be artisan breads



Another growth area will be artisanal breads



Pepperidge Farm Swirl Bread is an important growth driver

- \$100 million brand at retail
- Growing double digits
- Category leader





**PEPPERIDGE FARM COMMERCIAL
“TRADEMARK” 30 SECS**



Arnott's



Arnott's is a very large and important brand in Australia

Savory Crackers



Sweet Biscuits



Chocolate Biscuits



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- Value Market Share 60%
- Household penetration 95%
- Best known umbrella food brand

