

3OZ IW COOKIES

RANKING	DESCRIPTION	2019 Total Units	% of Total
1	Chocolate Chunk / Chip	1,371,072	50%
2	Chocolate Chip made with M&M'S® Candies	636,288	22%
3	White Chunk Macadamia	355,536	13%
4	Peanut Butter made with REESE'S PIECES	184,320	8%
5	Oatmeal Raisin	117,888	4%
6	Snickerdoodle	97,728	3%
TBD	Dark Chocolate made with Chocolate Chunk	New Item	New Item

- **Total Combined Units Sold = 2,762,832**
- Private label items are not included in unit sales
- Snickerdoodle is discontinued
- Dark chocolate w/choc chunk is a new addition to the line for 2021
- Cookies have been re-formulated for 2021 – more gourmet!
- Packaging has been re-designed for 2021 – attractive “fresh” look!



IW CRISPY BARS

RANKING	DESCRIPTION	2019 Total Units	% of Total
1	Thick Peanut Butter Crispy	5,847,528	57%
2	Thick Marshmallow Crispy	3,446,904	34%
3	Thick Marshmallow Crispy made with M&M'S® Candies	370,248	4%
4	Thick Chocolate Marshmallow Crispy	289,704	3%
5	Thick Fruity Crispy	166,272	2%
6	Thick Birthday Cake Crispy	134,352	1%
TBD	Unicorn Crispy	New Item	New Item

- **Total Combined Unit Sales = 10,255,008**
- Private label items are not included in unit sales
- Unicorn crispy is a new addition to the line for 2021

