



## HOTEL & LODGING

Consumers are seeking healthier options to fuel their busy schedules on the road. Stock up your buffets, micro-markets, and back of the house with Kodiak's protein-packed, whole grain muffin & flapjack cups and hearty chewy & crunchy bars—all made with delicious flavors. Available in convenient grab-and-go options.



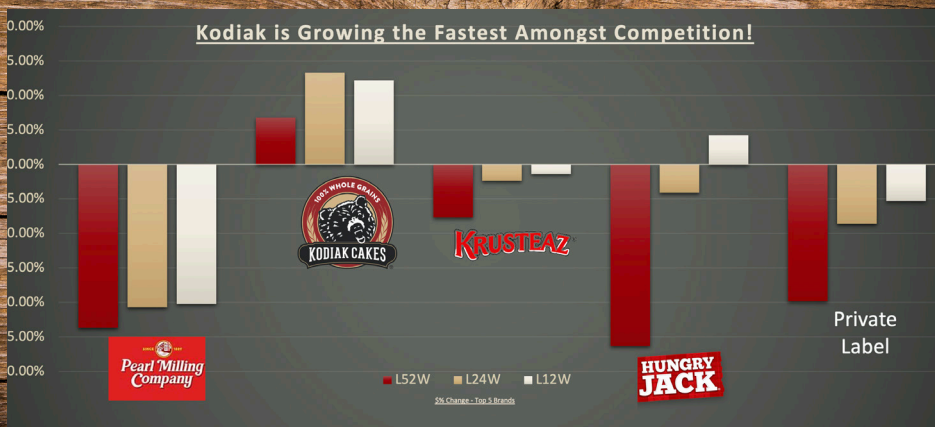
IN ROOM OFFERINGS



DINING



PANTRY & SELF SERVE  
BREAKFAST



## KODIAK FLAPJACK & WAFFLE MIX: Upgrain your offerings

Fresh, warm flapjacks and waffles crafted with hearty whole grains and a boost of protein—it's no surprise that Kodiak is close to taking over the #1 pancake mix. This nutritious and delicious easy-to-prep mix makes for a traveler's ideal meal.





## BARS:

Boost business with travel-size and on-the-go nutrition

Kodiak Granola Bars have sustained triple digital dollar growth in the category.

(Top Brand Share: SPINS MULO-SS Bars Granola & Snack, Granola/Oat/Trail Mix/Fruit & Nut Bar L52 & 12 weeks ending 12/26/2021)



**44%** OF SNACK BAR SALES OCCUR IN LODGING.

(SOURCE: THE NPD GROUP/SUPPLY TRACK® 12 MONTHS ENDING NOVEMBER 2021)

**95%**

MANUFACTURER BRANDED SNACK BARS MAKE UP 95% OF DOLLARS SALES IN THE CATEGORY.

(SOURCE: THE NPD GROUP/SUPPLY TRACK® 12 MONTHS ENDING NOVEMBER 2021)

### Kodiak Leads Competition in Dollar Growth!

Dollar Change % Chg vs YAG



**68.6%**

OFFER GUESTS KODIAK - THE FASTEST GROWING OATMEAL - UP 68.6% L52W

(SOURCE: THE NPD GROUP/SUPPLY TRACK® 12 MONTHS ENDING NOVEMBER 2021)

Brand	L52W	L24W	L12W
Quaker	-0.9%	+5.7%	+6.2%
Cream of Wheat	-4.1%	+5.6%	+4.5%
Kodiak	<b>+68.6%</b>	<b>+50.3%</b>	<b>+43.2%</b>
Better Oats	-3.3%	+3.9%	+5.3%
Private Label	<b>-16.2%</b>	<b>-7.4%</b>	<b>-5.8%</b>

## OATMEAL:

Full steam ahead

Oatmeal currently ranks as the largest share amongst the lodging industry. So why not offer up Kodiak's flavor-full, protein-packed oatmeal to your business? Deliver a quick and easy hot breakfast to your customers today.



**47.6%**

LODGING IS THE LARGEST SHARE OF OATMEAL SALES WITH 47.6% OF DOLLAR SALES IN THE CATEGORY.

(SOURCE: THE NPD GROUP/SUPPLY TRACK® 12 MONTHS ENDING NOVEMBER 2021)