



CAVE INTO CRAVINGS ON CAMPUS



COLLEGE & UNIVERSITY

Kodiak's on-the-go, made in seconds options are packed with protein, whole grains, and flavor to keep students satisfied to take on their busy schedules.



DINING SERVICES



CONCESSIONS & KIOSKS



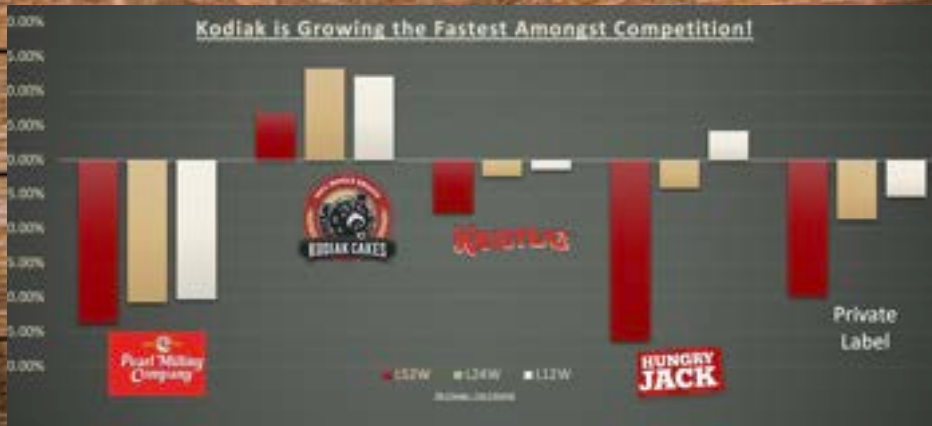
RETAIL OUTLETS

60%

IN AN NPD POLL, A 2021 TREND PREDICTION, MORE THAN 60% OF AMERICANS WANT MORE PROTEIN IN THEIR DIETS.

(SOURCE: [HTTPS://WWW.FOODDIVE.COM/NEWS/SURVEY-CONSUMERS-WANTHEALTHY-PROTEIN-THAT-TASTES-GOOD-BUT-ARENT-AS-CONC/594088/](https://www.fooddive.com/news/survey-consumers-want-healthy-protein-that-tastes-good-but-arent-as-conc/594088/))

Kodiak is Growing the Fastest Amongst Competition!



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-prepare mix makes for a student's ideal meal.



BARs:

Boost business with on-the-go nutrition

The hustle and bustle of campus life is real, and as students rush to class or extracurricular activities, they need real, simple food. Kodiak bars are seeing triple digit growth, so it's a no-brainer to stock up for those on the go needing a to curb their cravings.



95%

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

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

\$103.2

SNACK BARS IS A \$103.2 MILLION CATEGORY AND HAS INCREASED ITS DOLLAR SALES BY 9% ABOVE 2 YEARS AGO.



90%

MANUFACTURER LABEL IS 90% OF INDIVIDUAL SERVE OATMEAL DOLLAR SALES. OFFER STUDENTS KODIAK OATMEAL, THE FASTEST GROWING +68.6% L52W

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

Today's students are not only more conscious of their health and the environment; they're also busier than ever.

TO MEET THEIR NEED FOR FAST, NUTRITIOUS FOOD, HIGHER EDUCATION DINING FACILITIES SHOULD CONSIDER

EXPANDING THEIR SELECTION.

(SOURCE: ARAMARK 2020 TRENDS REPORT)

OATMEAL:

Full steam ahead

Kodiak's Oatmeal packets deliver a quick and easy hot meal in a matter of seconds. This is an ideal breakfast staple for student's on-the-go lifestyle, plus it packs on the flavor and protein. Boost your business while keeping students satisfied.



47%

INDIVIDUAL SERVE OATMEAL SALES HAVE GROWN FOR EACH OF THE LAST TWO YEARS, WITH DOLLAR SALES INCREASING 47% VS. 2 YEARS AGO