



– NEW CINNAMON –  
**WAFFLES**

FROM AMERICA'S NO.1 SELLING  
 AMBIENT WAFFLE BRAND



**INTRODUCING CINNAMON WAFFLES**

- 51% OF CONSUMERS SAMPLED WOULD PURCHASE CINNAMON FLAVOR\*
- 35% OF HHS/CONSUMERS WOULD PURCHASE 3 FLAVORS THROUGHOUT THE YEAR
- MULTIPACK: 6 COUNT INDIVIDUALLY WRAPPED (AND UPC'D) WAFFLES
- SOLD AS MULTIPACK OR SINGLE SERVE



**INDIVIDUALLY WRAPPED • NON-GMO • AUTHENTIC RECIPE**

# WHY BELGIAN WAFFLES?

## PROVEN WINNER

# 83%

of St Pierre consumers would like to purchase St Pierre Waffles\*

## INDULGENT SNACKING

# 89%

would eat these waffles out of home because they are ready to eat and individually wrapped\*

## ON THE GO

# 79%

are more likely to purchase because the waffles are ready to eat\*\*

# WHY ST PIERRE?

- **Number 1** selling ambient waffle in the US†
- **Inspiring flavor occasions** plus more in development
- Can be sold as a **multipack** or **single serve**
- Waffle category has grown by **+15.3%** in the latest 52 weeks††
- St Pierre gives consumers the trust to try our waffles and the **quality** keeps them coming back

## CODES AND PALLETIZATION

INDIVIDUAL PACK UPC	811669022261
INDIVIDUAL PACK UNIT DIMENSIONS (L X W X H)	5.5" X 4.1" X 1.4"
INDIVIDUAL PACK UNIT WEIGHT (NET)	1.76 OZ (50G)
MULTIPACK UPC	811669022230
MULTIPACK UNIT DIMENSIONS (L X W X H)	9.4" X 5.1" X 4.1"
MULTIPACK UNIT WEIGHT (NET)	10.6 OZ (300G)
MULTIPACK UNITS PER CASE	9
CASE UPC	00811669022186
CASE DIMENSIONS (L X W X H)	15.4" X 11.7" X 8"
CASE WEIGHT (GROSS)	7.2 LBS
TI X HI	10 X 11
SHELF LIFE ONCE THAWED	28 DAYS

INDIVIDUAL PACK UPC



MULTIPACK UPC



CASE UPC



[WWW.STPIERRETRADE.COM](http://WWW.STPIERRETRADE.COM)