SS CRACKERS & CRISPBREADS

CATEGORY & SUB-CATEGORY REVIEW

September 2025

Table of Contents

Project Overview

Report Purpose
This report was created to assist businesses selling in the Crackers & Crispbreads category to better understand the markets for their products and target new markets in the United States. Data presented in this report is intended to provide greater detail on consumer purchasing trends for products in this category.

Included in this Report
This report provides market dynamics for each product subcategory within the shelf-stable(SS) Crackers & Crispbreads category, delivering detailed insights into sales performance across diverse channels and US Census territories. Within this expanding category, the report covers primary subcategories: Classic & Deli, Rice & Alternative, Snack & Sandwich and Crispbreads & Toast.

Despite most sales being attributed to the Multi-Outlet (MULO) channel, this report also includes a breakdown of sales in the Natural Channel to address the prominence of emerging Maine Food & Beverage producers active in Natural and Specialty markets. Additionally, the report highlights the performance of leading brands within the Northeast Census region, a typical entry point for Maine producers.

Data
All data in this report is derived from the **SPINS Satori Database** and refers to the latest 52 weeks, ending August 10, 2025, unless otherwise noted.

Project Team and Project Funding
This report was completed by Maine Center for Entrepreneurs, in partnership with Camoin Associates. Work was completed as a part of the larger body of work under the Domestic Trade Pilot Program, commissioned by Maine Office of Business Development and funded in part by the Maine Jobs & Recovery Plan.

MAINE CENTER FOR ENTREPRENEURS

camoin associates

MAINE. ECONOMIC & COMMUNITY DEVELOPMENT

How to Use This Report

<u>Size of Market</u>
These details and subcategory performance information are valuable for a sales or pitch deck. Generally, businesses and investors find it helpful to understand the overall size of the category and subcategories to **measure the health of a particular category and the scope of opportunities within it.** Details about market sizing can be found in Section III.

<u>Growth of Market</u>
Each section of this report shows how the category or subcategory is growing in the Multi-Outlet Channel and Natural Channel, and which geographic areas are growing faster than others. This information helps companies think strategically about **which retail channels offer the best opportunities** for growth in the category and subcategories and **which regions represent the best prospects**.

<u>Top 10 Brands in the Northeast Region</u>
Most Maine companies start their retail development locally and then build out regionally and nationally. Companies can leverage this information to **identify the top-performing brands, how they are performing in sales dollars and units sold, and how their brand is performing against them.**

<u>Average All Commodity Volume (ACV)</u>
This represents a weighted measure of product availability or distribution based on total store sales. High values indicate the brand is performing well, while low values indicate an opportunity for brand distribution growth or a more optimized market share. **This can help a company understand which brands are performing well or lack distribution.**

<u>Average Retail Price in the Top 10 Brands</u>
This helps companies understand retail pricing trends. Note that most retail brands showed pricing growth due to inflation. This information **can be used in sales reports as a comparative analysis against performance in the subcategory**. This data reflects the point of sale and scanned price for the brand's products, including discounts at the register. It does not provide pricing for individual SKUs, which should be reviewed when making pricing and pack size decisions.

<u>Other Uses</u>
This data can direct a company's business development efforts. Suppose a certain channel and location have experienced strong growth. In that case, identifying best-fit retailers in those locations and connecting with relevant distributers and brokers can be worthwhile. **Again, indicating the growth of a channel or geography can be a useful reference point to include in a sales or pitch deck.**

Executive Summary

SS Crackers & Crispbread category is valued at $8.73B in retail sales in the United States

The overall product category experienced slight decline, -1.0%, annually in 2025, and experienced declines in all US Census regions. The South represents the strongest market. It led in dollar sales at $3.6B and is responsible for 41% of dollar volume. It also experienced the slightest decline -0.4% vs. all other US Census regions.

Of the 4 subcategories reviewed, Snack & Sandwich, registered 51% of total subcategory in sales dollar volume, at $4.46B, and experienced a decline from the previous reporting period, down -1.1%. Classic & Deli, the 2nd largest of the subcategories, responsible for 38% of dollar volume at $3.33B, is in decline by -2.6%. Rice & Alternative Grains, responsible for 6% of dollar volume at $540M, enjoyed the greatest sales growth at +5.9%; followed by Crispbreads & Toasts, responsible for $400M, also experiencing sales growth at +4.5%.

In this category & subcategory analysis, the data supports recent Nielsen and Snack Food trend reports indicating that consumers are shifting towards Rice & Alternative Grains and Crispbreads & Toasts as they are perceived to be more healthy options over traditional choices in the Cracker & Crispbreads category.

Also, it is important to consider that the food inflationary trends of 2025 continue to be a contributing factor to the reported sales growth, potentially affecting the true scale of market expansion.

SPINS Satori Data

52 Weeks Ending **August 10, 2025**

Category; SS CRACKERS & CRISPBREADS

Sub-Categories

- Classic & Deli
- Rice & Alternative
- Snack & Sandwich
- Crispbreads & Toast

Channels:

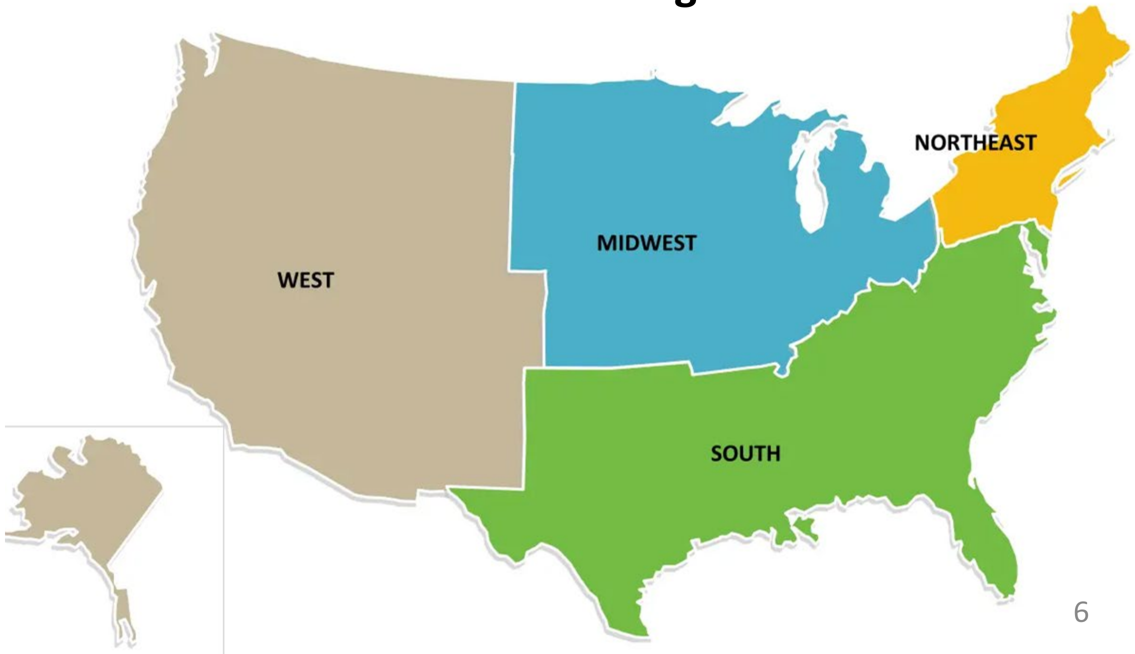
MULO "Multi Unit Location Outlet" - includes Food/Grocery, Drug, Mass Merchandisers, Walmart, Club Stores (BJs and Sam's), Dollar Stores (Dollar General, Family Dollar, Fred's Dollar), and Military DECA (commissaries).

Natural - includes full-format stores with $2 million+ in annual sales and 40% or more of UPC-coded sales from natural/organic/specialty products. Includes co-ops, associations, independents and large regional chains (excludes Whole Foods & Trader Joes).

SPINS Syndicated Retail Data

The data included in this report is from **SPINS Satori Database** and includes Retail Scan Data for the Natural sales channel and Multi Unit Location Outlets (MULO). SPINS is focused mainly on the health and wellness ecosystem and addresses the growing niche landscapes of natural, specialty, alternative, and gourmet product retailers. SPINS partners with IRI to provide MULO data.

US Census Regions



Additional Terms & Definitions

Term	Definition
Dollars	Total dollar sales of a product or group of products in the time frame indicated.
Dollars, Yago	Dollars sold over the same time period a year ago.
Dollars +/- Chg, Yago	The positive or negative dollar change for products sold in year reported, versus previous year.
Dollars % Chg, Yago	The positive or negative percent change of dollars sold in year reported, versus the previous year.
Units	Total unit sales of a product or group of products.
Units, Yago	Units sold over the same time period a year ago.
Units +/- Chg, Yago	The positive or negative units change for units sold in year reported, versus previous year.
Units % Chg, Yago	The positive or negative percent change of units sold in year reported, versus previous year.
AVG ACV	This Average All Commodity Volume measure is an average of a product's distribution weighted by the store size (ACV) across all weeks in a time period in which the product was distributed.
Average Items Selling	This is the number of items, on average, that a retailer carries of a category, segment or brand. e.g. if a brand is made of 7 different items (skus), the average store that carries the brand at all may have 4.
ARP	The Average Retail Price reports the average product unit price.
ARP, Yago	Average Retail Price over the same time period a year ago.
ARP +/- Chg, Yago	The positive or negative dollar change for average retail pricing in year reported, versus previous year.

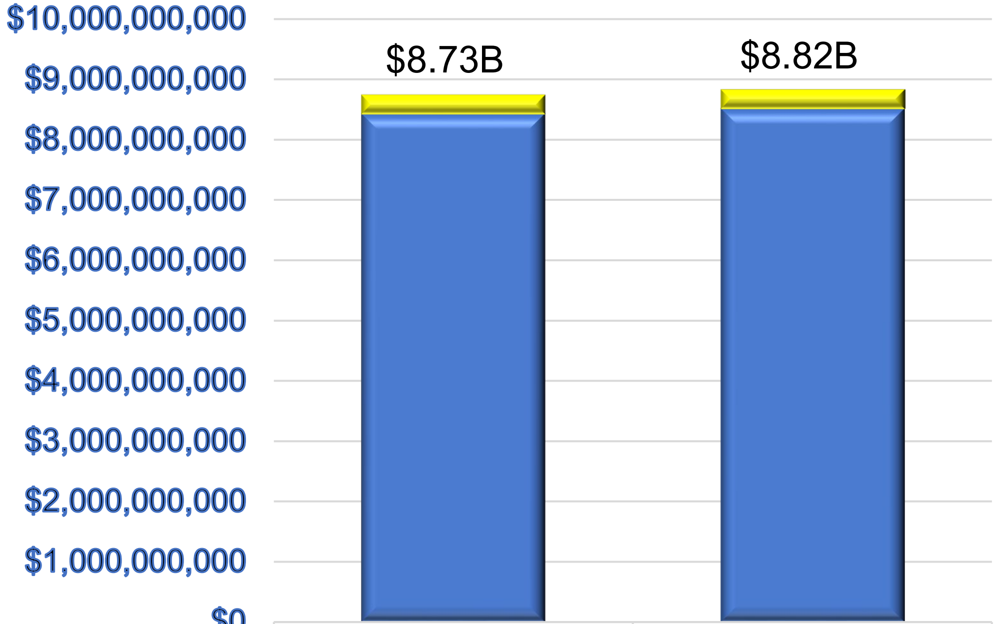
SS Crackers & Crispbreads

Category Performance

SPINS Satori - 52 Weeks Ending August 10, 2025

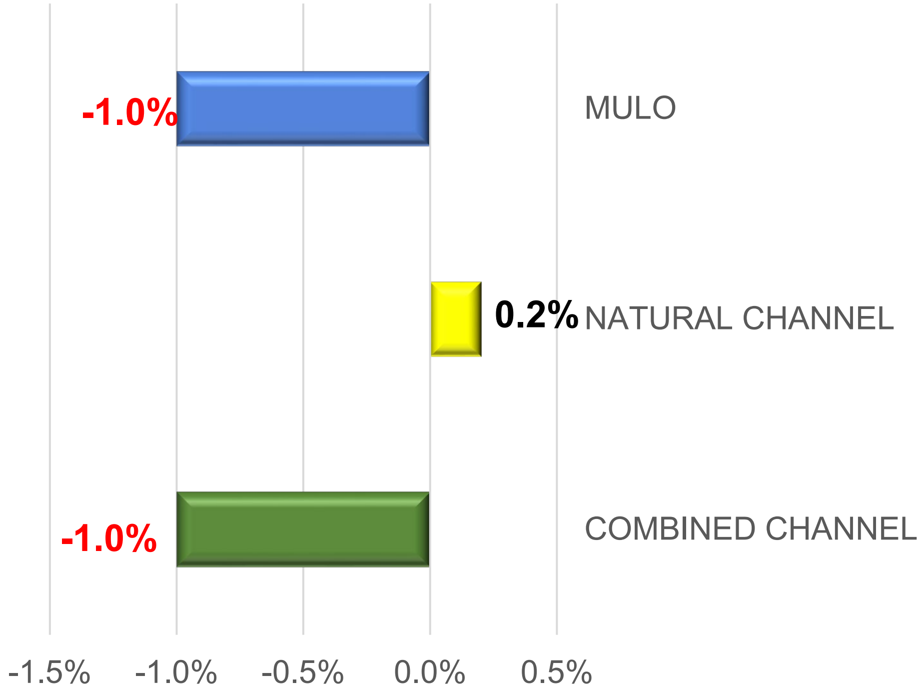
Total Category – Crackers & Crispbreads

Total US Dollars



	2025	2024
NATURAL	$312,584,195	$311,868,342
MULO	$8,426,848,547	$8,515,971,809

% Dollar Change vs Year Ago

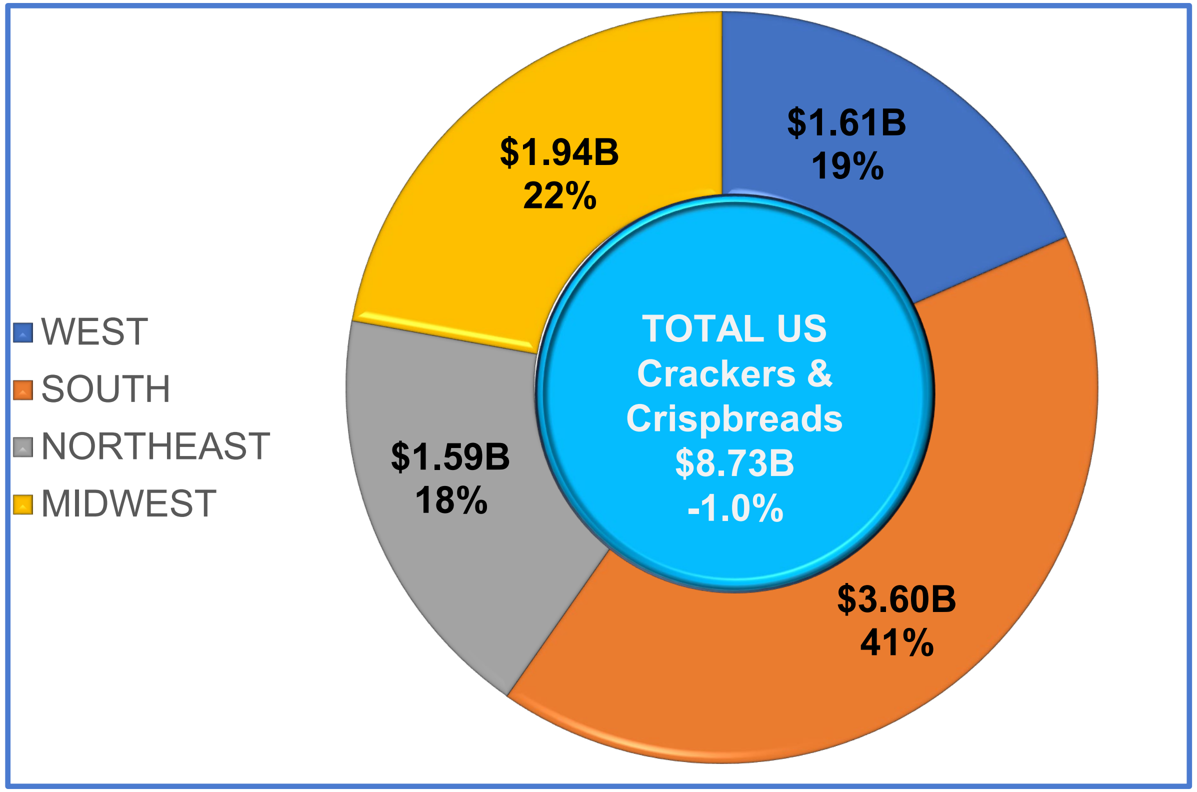


- The Total Cracker & Crispbreads combined channel is a $8.73B category and is in slight decline of sales dollars to the prior year by -1.0%.
- Sales dollars were slightly positive in the Natural Channel, +0.2%, and in decline in MULO, -1.0%.
- As in most categories, MULO represents most category sales.

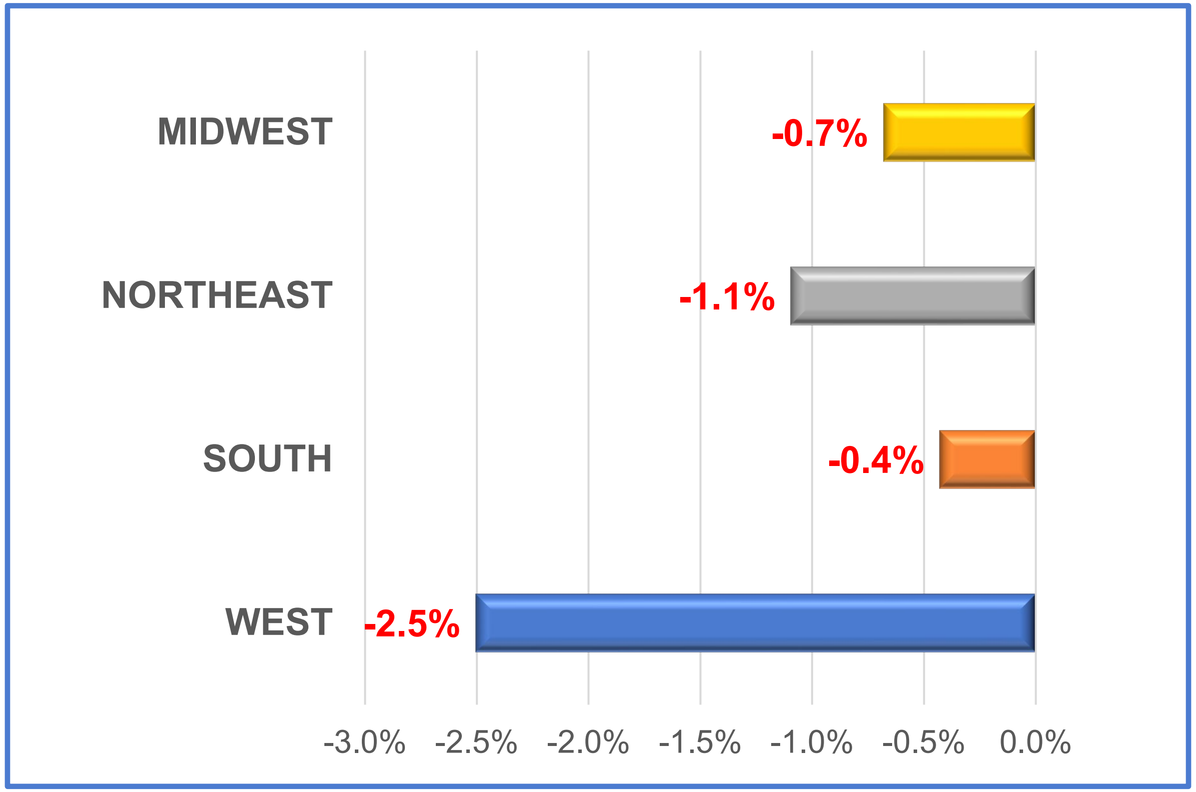
SPINS Satori – 52 weeks ending 8-10-25

Total Crackers & Crispbreads - By Region

Total Dollars and % Category Share by Region



% Dollars Change vs Year Ago

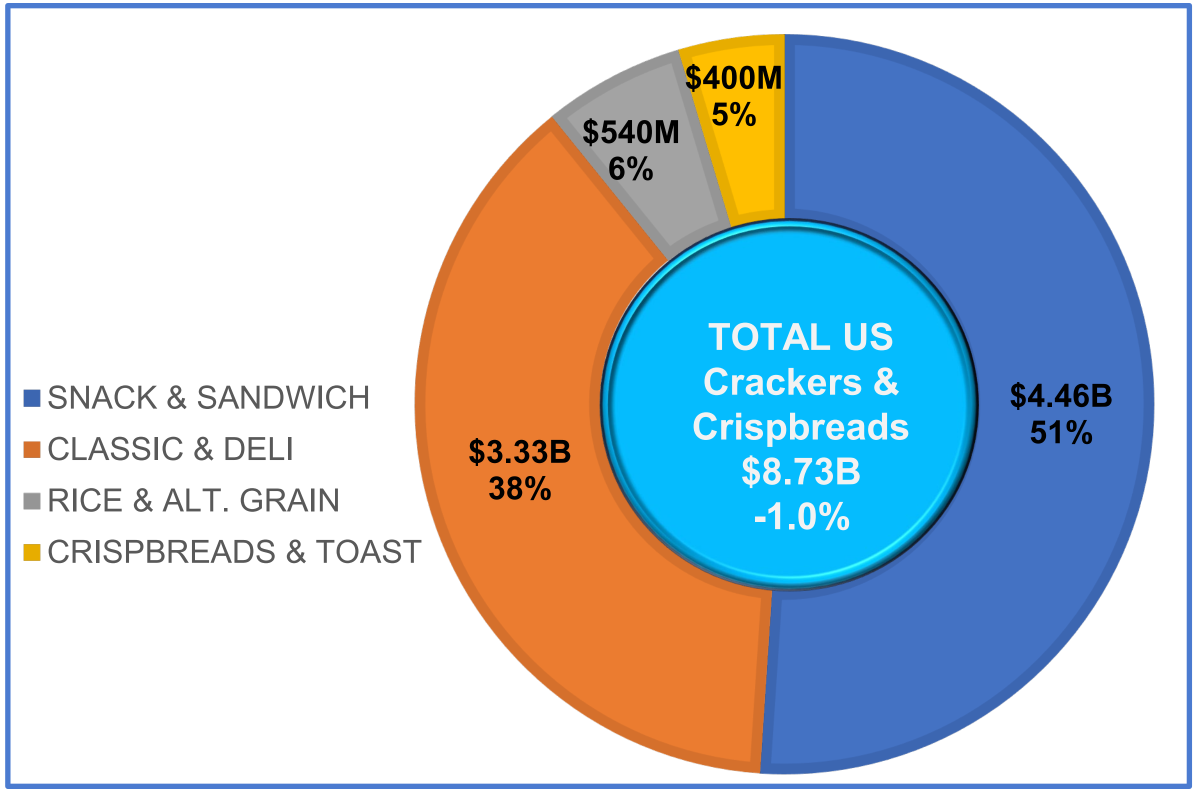


- The South represents 41% of total category sales dollars, followed by the Midwest, 22%, the West, 19% and the Northeast, 18%.
- All 4 regions experienced decline in dollar growth to the prior year, with the West region experiencing the sharpest decline.

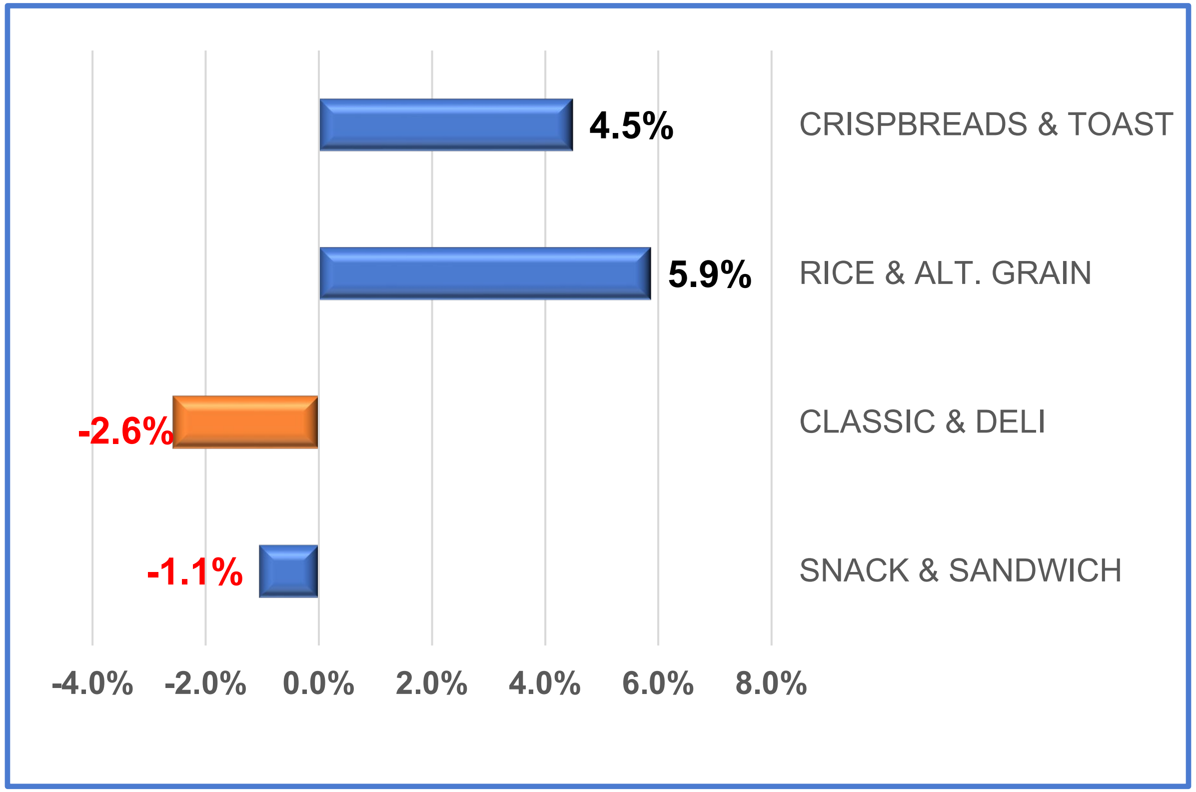
SPINS Satori – 52 weeks ending 8-10-25

Total Crackers & Crispbreads - By Segment

Total Dollars and % Category Share by Region



% Dollars Change vs Year Ago

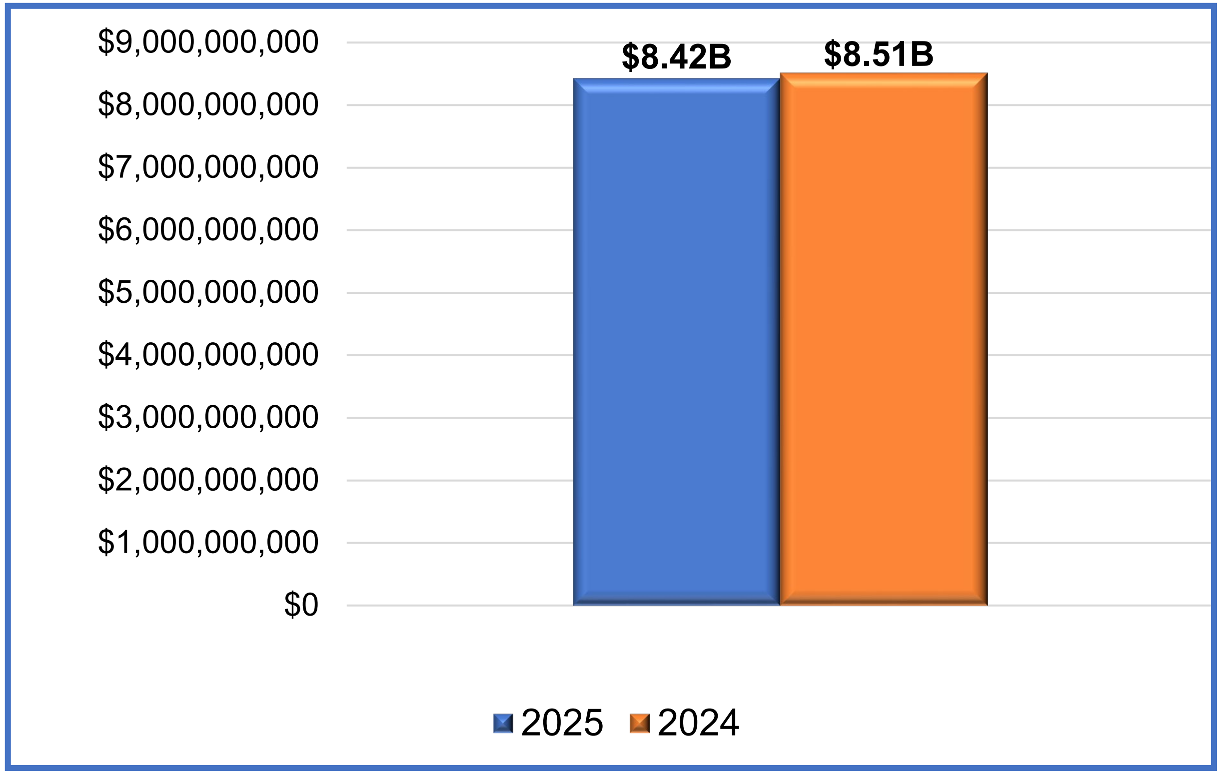


- Snack & Sandwich subcategory represents 51% of total category dollars sales, while Classic & Deli is responsible for 38%, Rice & Alternative Grains 6% and Crispbreads & Toast 5%.
- Crispbreads & Toast and Rice & Alternative Grain are positive dollar volume % gains, while Classic & Deli and Snack & Sandwich are posting declines in % dollar growth.

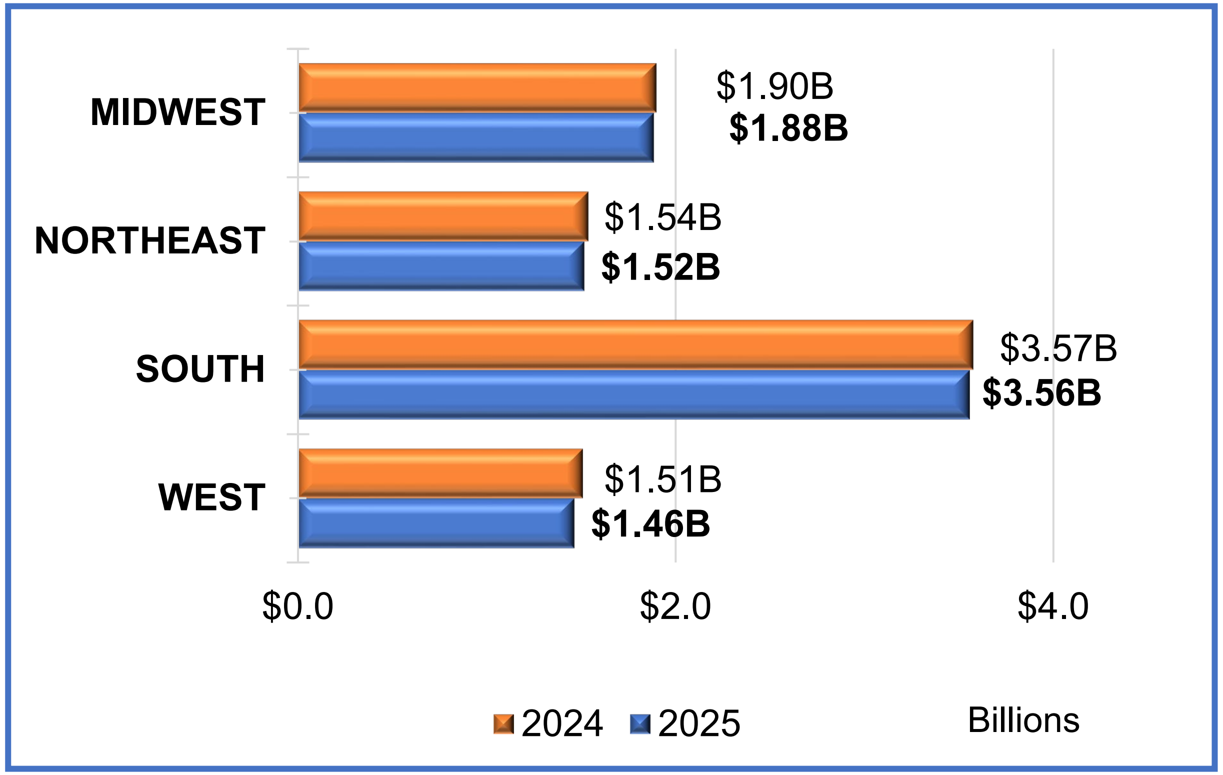
SPINS Satori – 52 weeks ending 8-10-25

MULO: Crackers & Crispbreads – Dollar Volume

MULO Dollars



Dollar Change vs Year Ago by Region

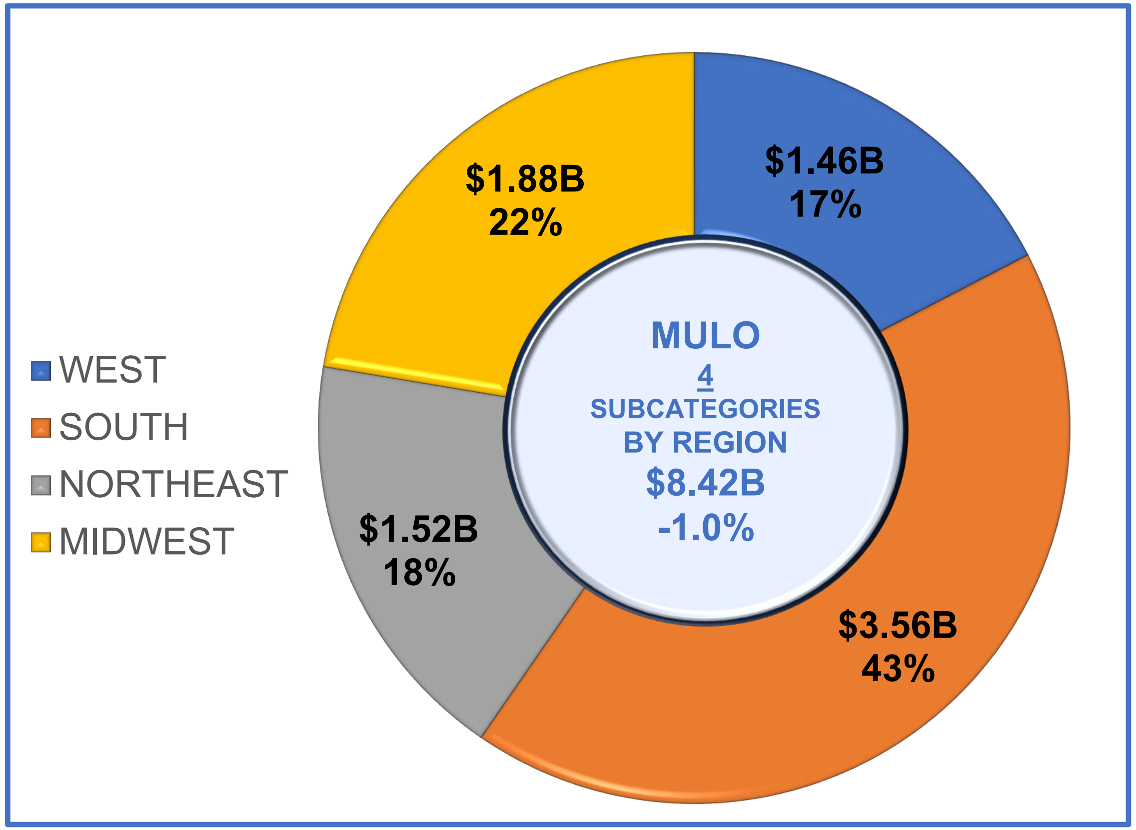


- Total US MULO dollar volume for the category is $8.42B and is in decline to prior year by -1.0%.
- The South region is the largest $ volume region, representing 42% of total MULO sales, followed by Midwest, Northeast, and West, respectively.
- All 4 regions and total US are posting sales that are less than prior year.

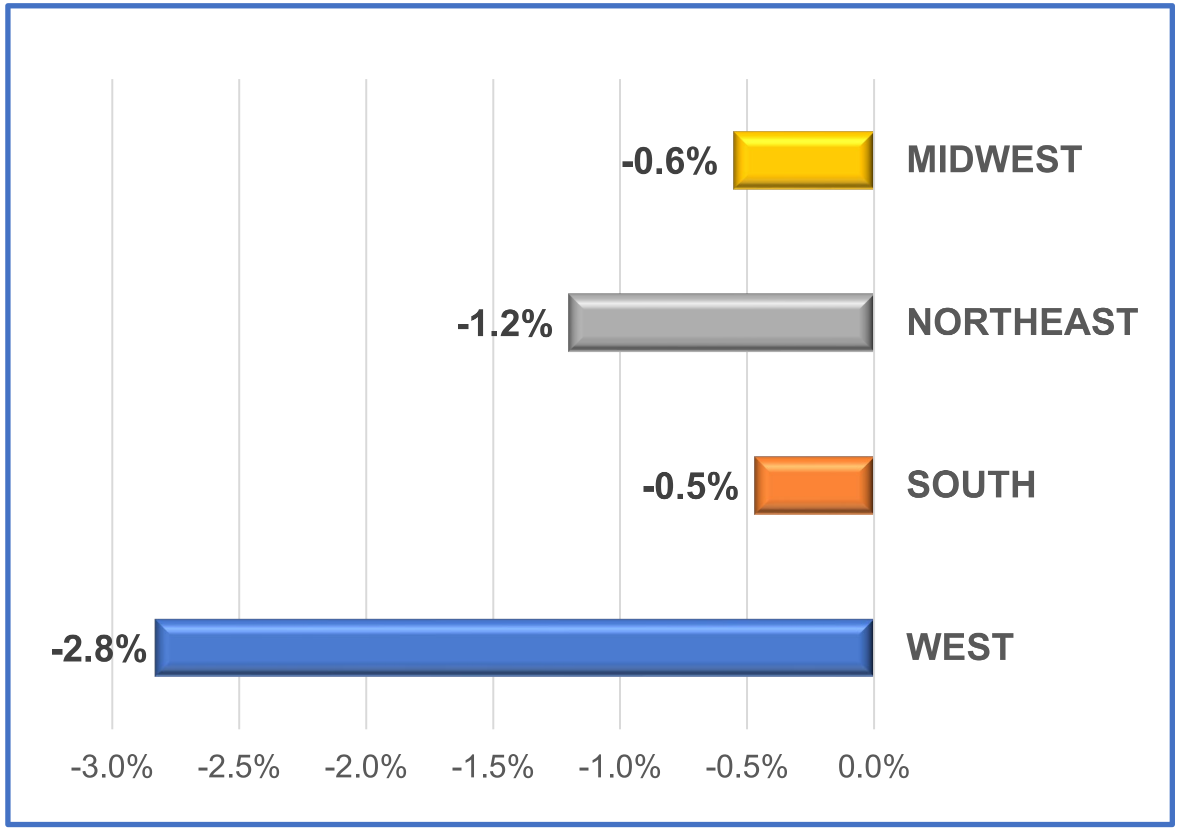
SPINS Satori – 52 weeks ending 8-10-25

MULO: Cracker & Crispbreads – Dollar Volume by Region

Combined – 4 Sub-Category $ Share by Region



Combined 4 Sub-Category $ Share % CHG by Region

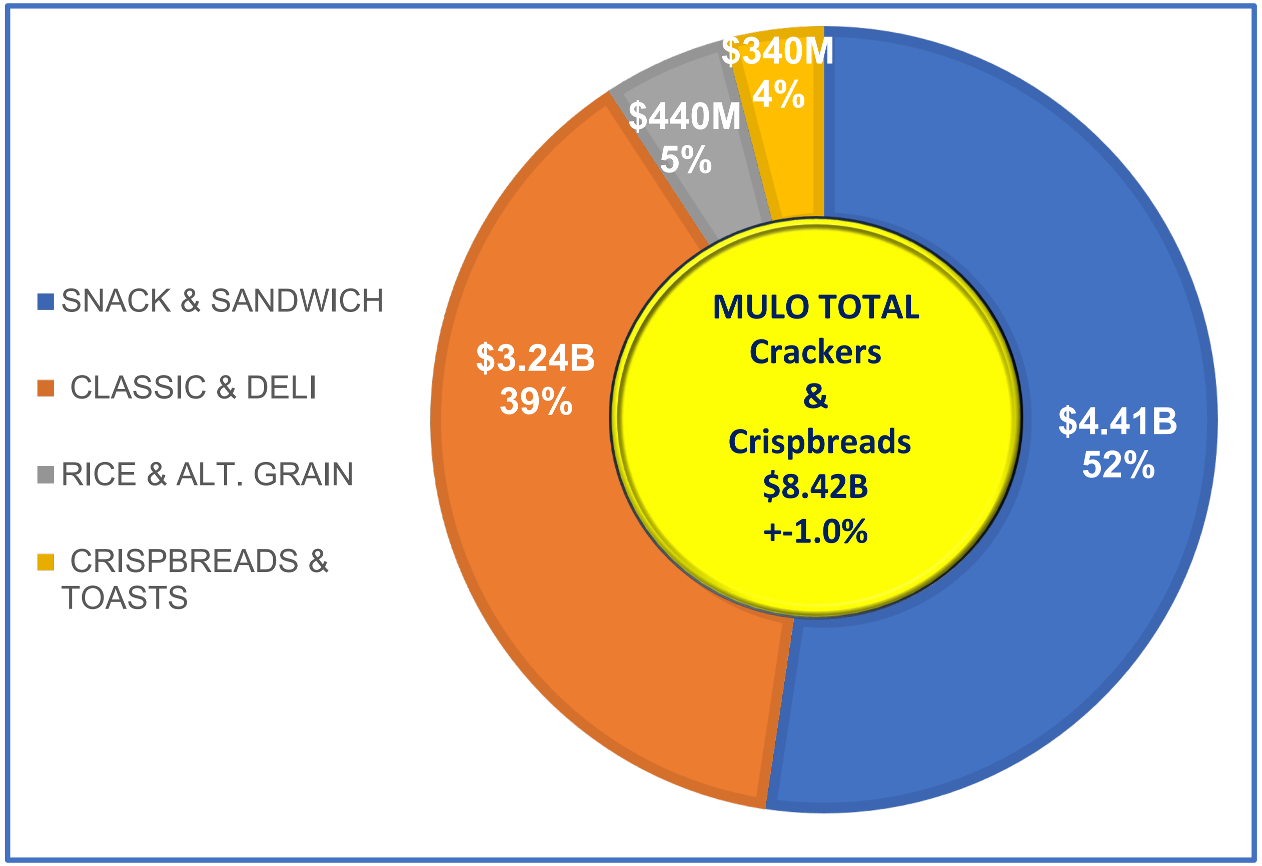


- Cracker & Crispbreads, represent $8.42B in annual dollar volume and is in decline -1.0%.
- The South Region, the largest dollar share region, is responsible for 43% of overall combined subcategory share, followed by the Midwest, 22%, Northeast, 18%, and West, 17%.
- The West and the Northeast are is experiencing the greatest overall combined subcategory % dollar decline at -2.8% and -1.2%, respectively.

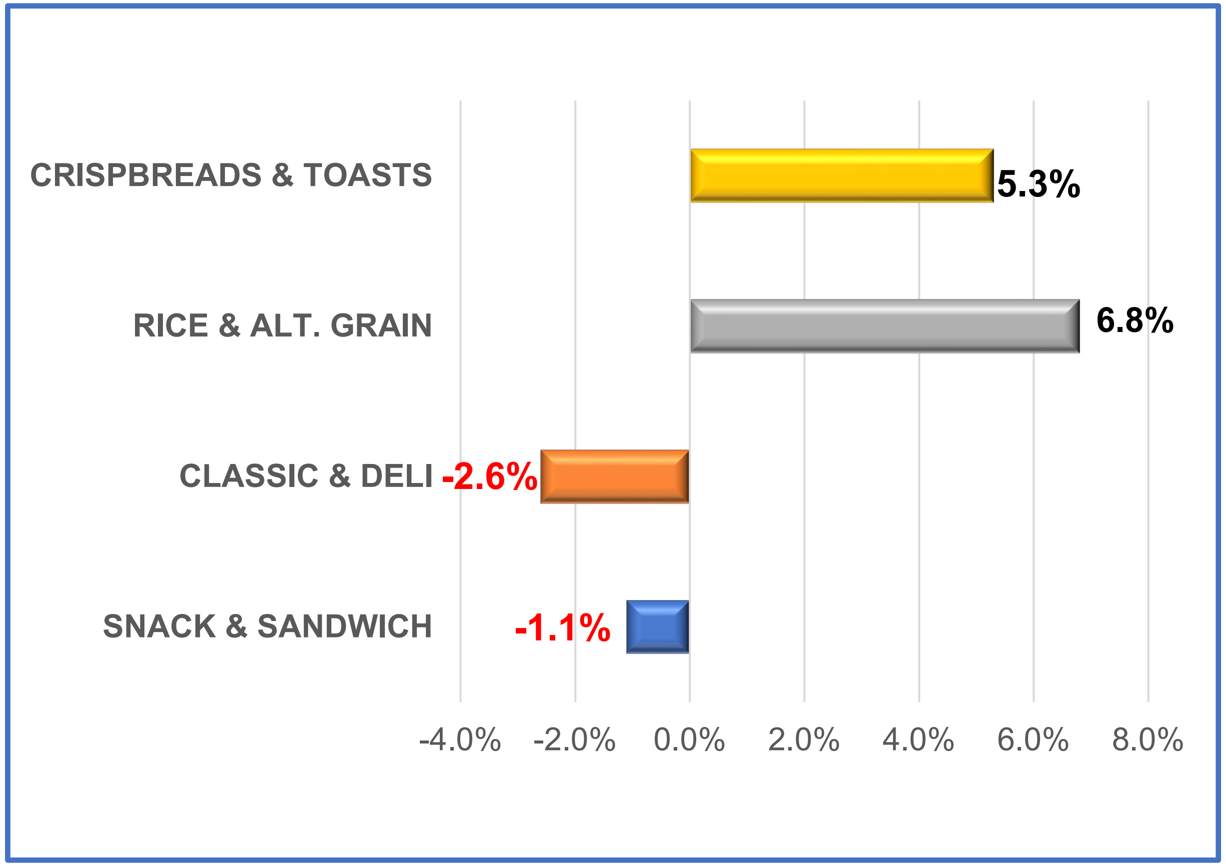
SPINS Satori – 52 weeks ending 8-10-25

MULO: Cracker & Crispbreads - By Subcategory

MULO Subcategory $ and % Category Share



% Dollar Change vs Year Ago

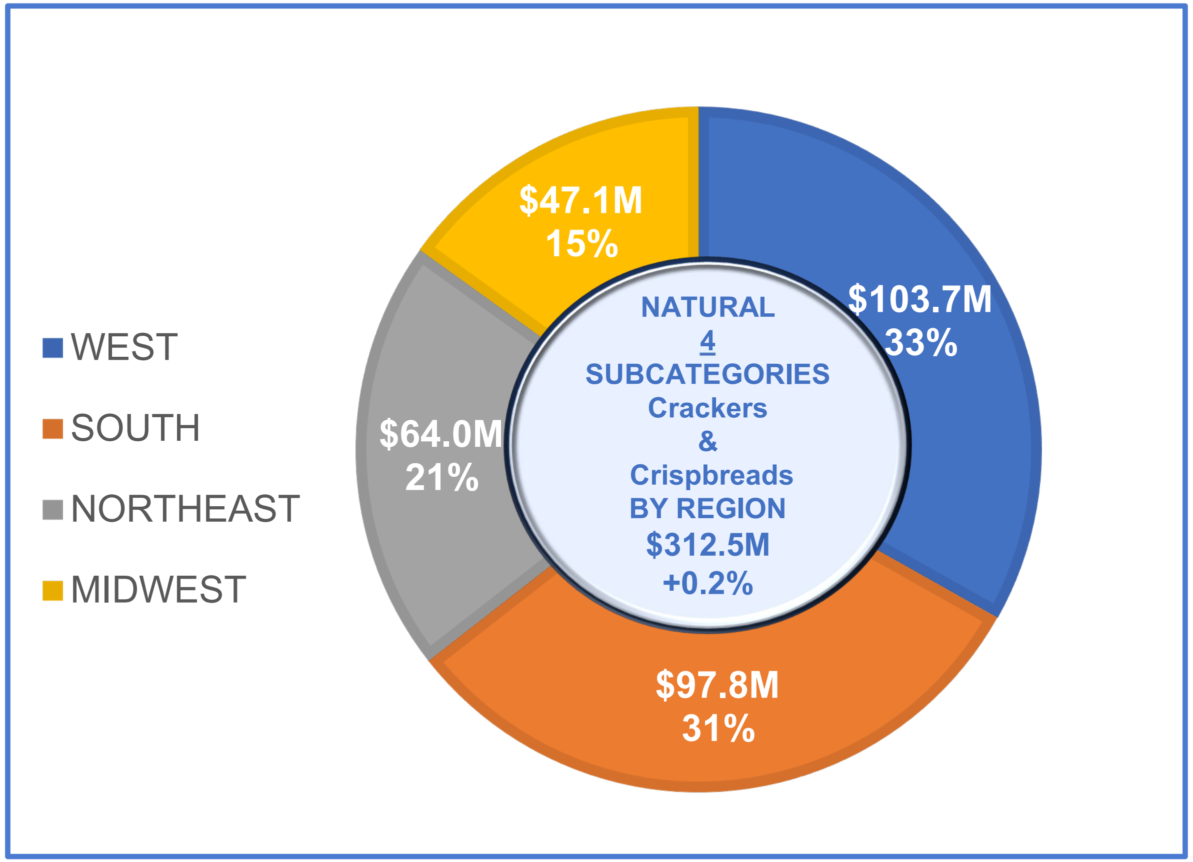


- Snack & Sandwich, the largest subcategory, representing $4.41B, or 52% of total MULO $ volume, is experiencing dollar decline of -1.1% year over year, Classic & Deli, representing 39% of dollar volume, is also in decline, -2.6%.
- Crispbreads & Toasts and Rice & Alternative Grains are growing 5.3% and 6.8%, respectively, as consumers shift to support perceived healthier products within the overall category

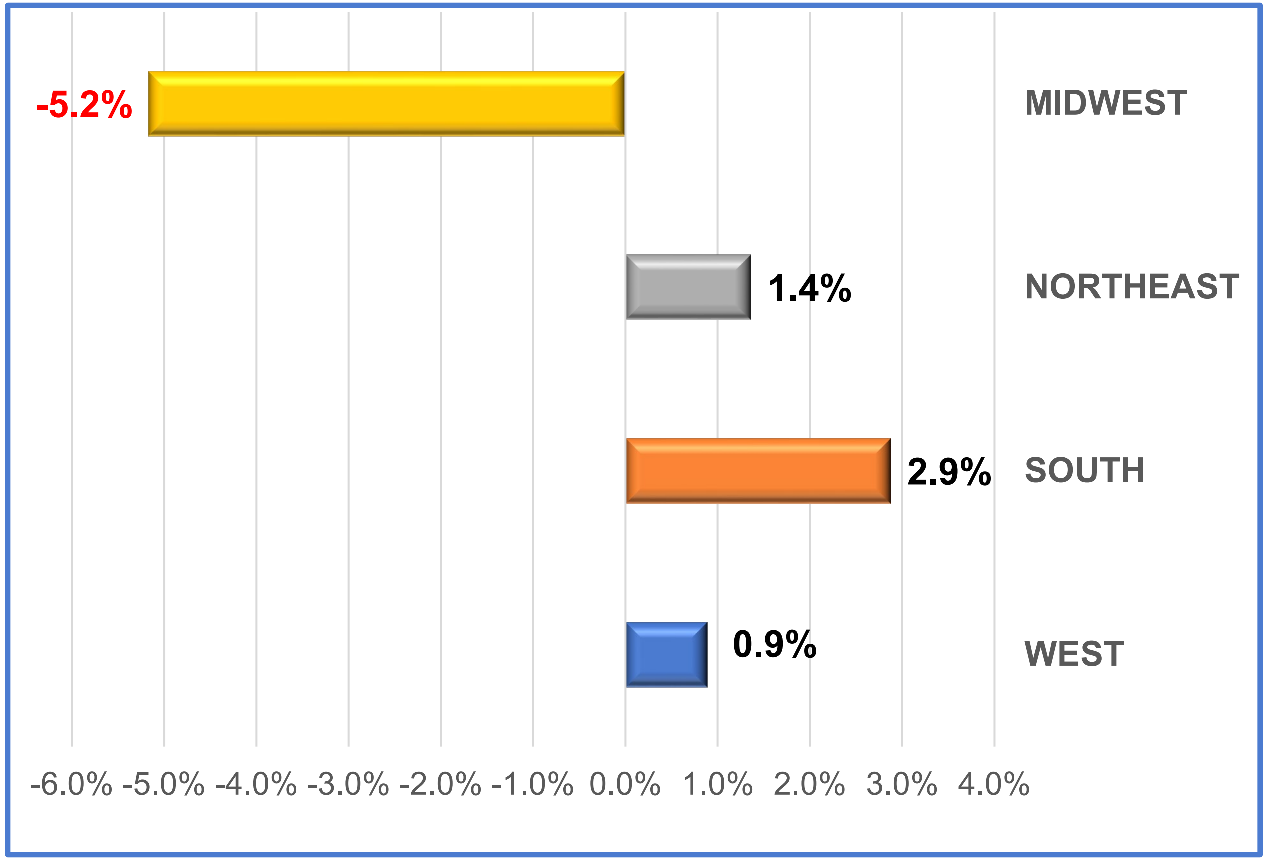
SPINS Satori – 52 weeks ending 8-10-25

NATURAL: Crackers & Crispbreads – Dollar Volume by Region

Combined – 4 Sub-Category $ Share by Region



Combined 4 Sub-Category $ Share % CHG by Region

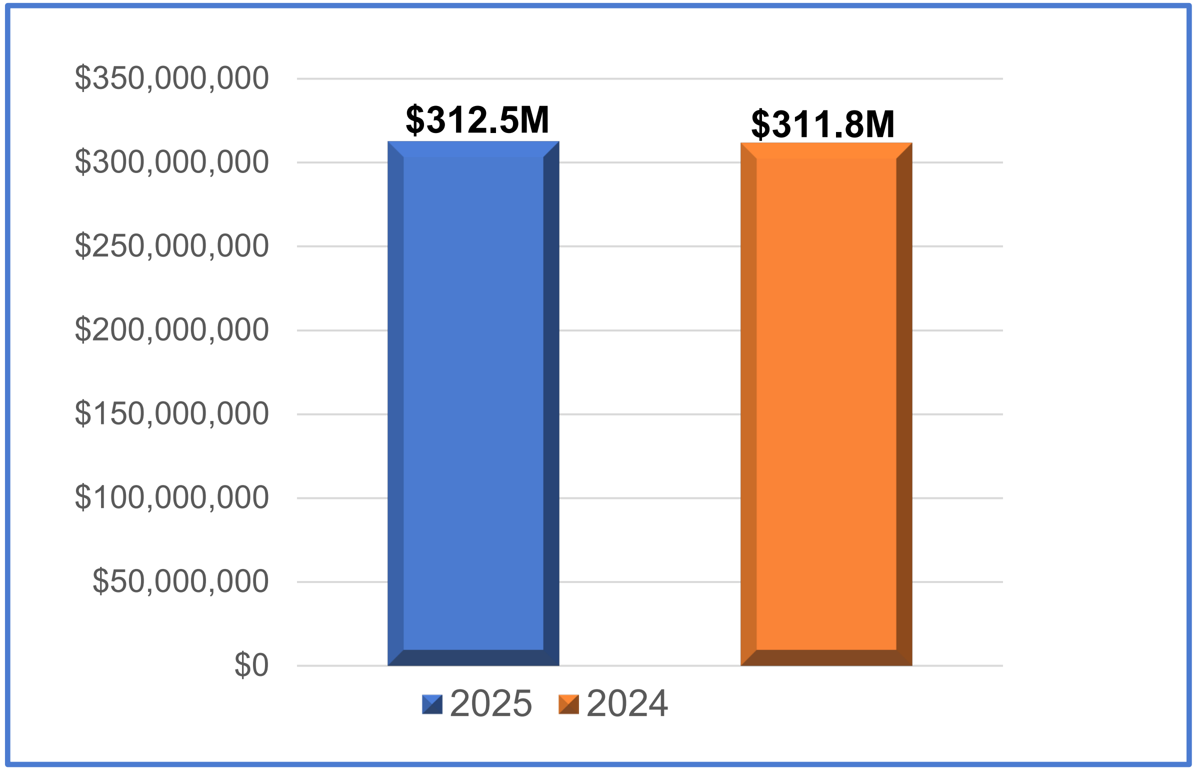


- Crackers & Crispbreads represent $312.5M in annual dollar volume, and is growing +0.2%, year over year.
- The West Region, responsible for the largest $ share, has 33% of overall combined sub-category share, followed by the South, 31%, Northeast, 21%, and Midwest, 15%.
- The South, with the 2nd largest base and share of dollar volume, is experiencing the greatest overall combined sub-category % dollar increase at +2.9%, followed by the Northeast at +1.4%, West, +0.9%; the Midwest is the only region in dollar volume decline at -5.2%.

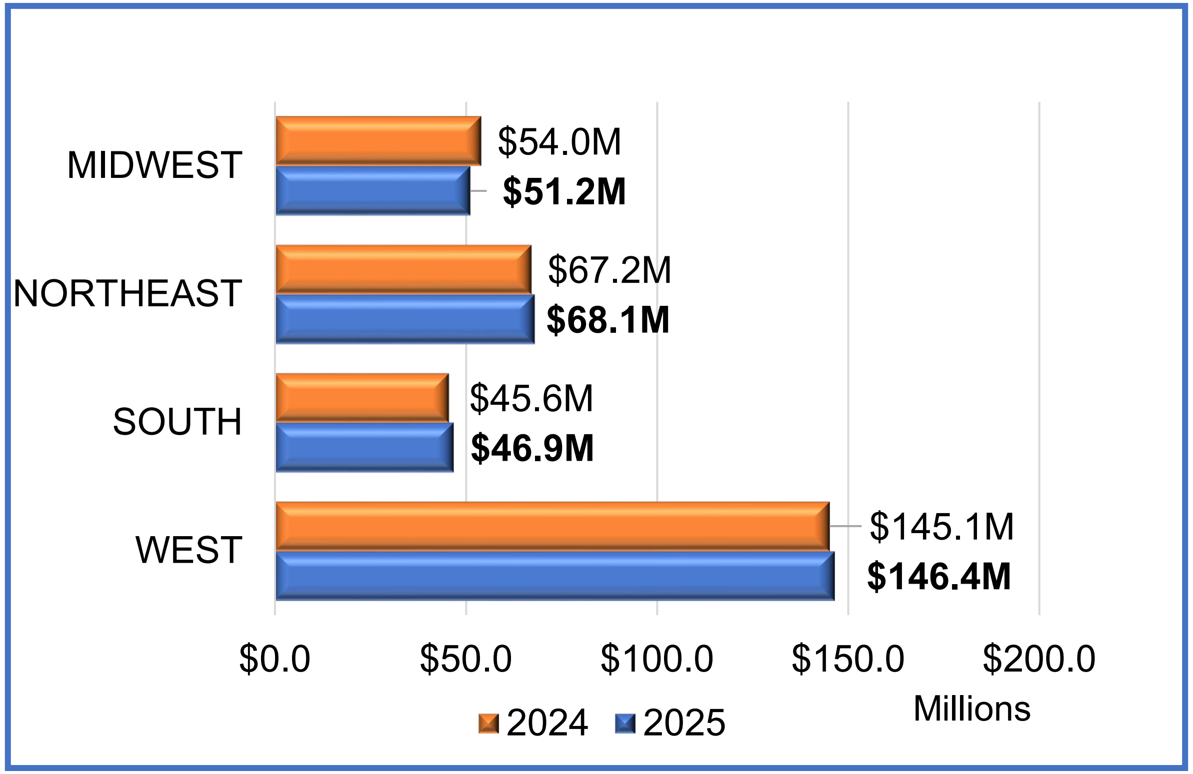
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: SS Crackers & Crispbreads – Comparative Performance

Natural Channel Dollars



Dollar Change vs Year Ago by Region

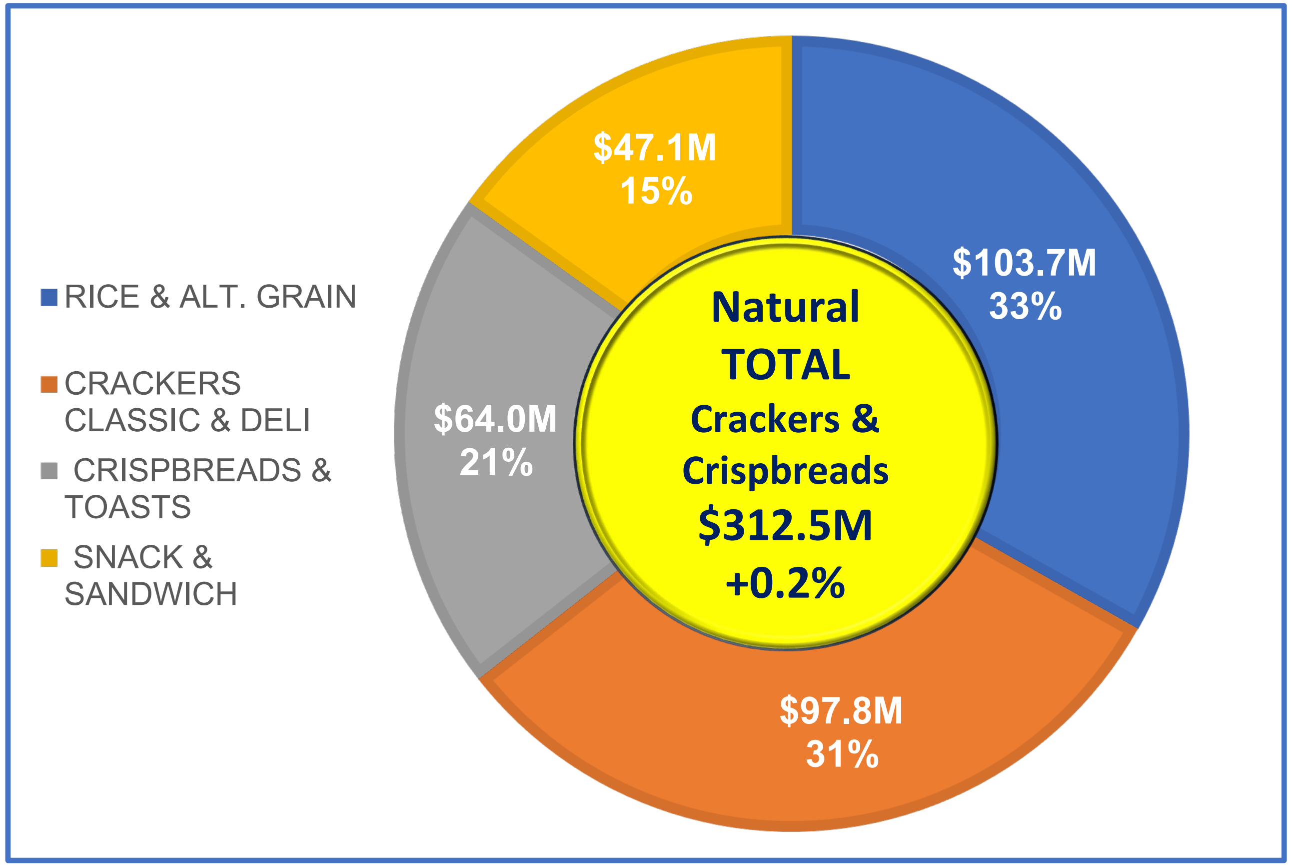


- Natural Channel $ volume for the category is $312.5M and has grown 0.2% over prior year.
- The West region is the largest $ volume region, representing 47% of total Natural Channel category sales, followed by Northeast, South and Midwest regions, respectively.
- The West is experiencing the greatest overall combined subcategory % dollar increase, followed by the South, Northeast, Midwest; Midwest is the only region in decline to prior year.

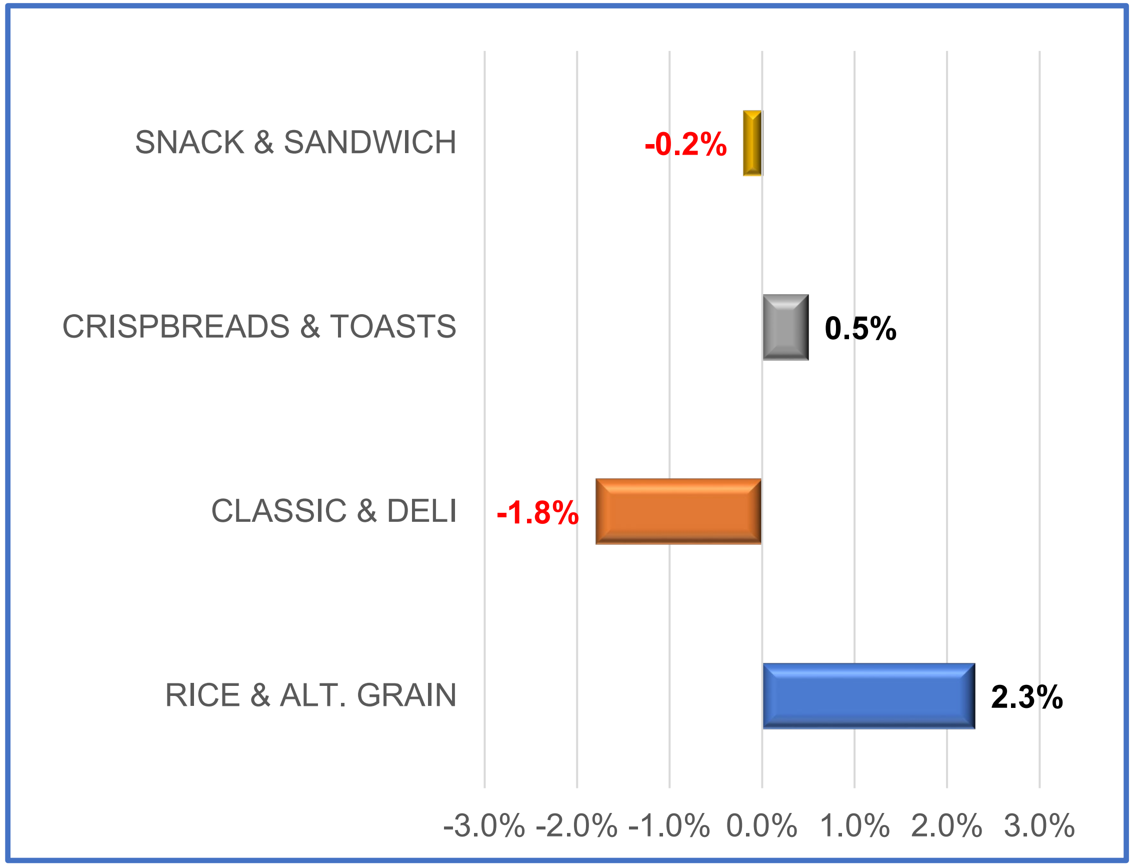
SPINS Satori – 52 weeks ending 8-10-25

Natural: SS Crispbreads & Toasts - By Subcategory

Natural Subcategory $ and % Category Share



% Dollar Change vs Year Ago



- Rice & Alternative Grains, the largest subcategory, representing $103.7M, or 33 % of total Natural dollar volume, is growing +2.3% to prior year.
- Crisp Breads & Toasts are also showing slight dollar % growth at +0.5% to prior year, while Classic & Deli is in decline -1.8% and Snack & Sandwich is in decline -0.2%.

SPINS Satori – 52 weeks ending 8-10-25

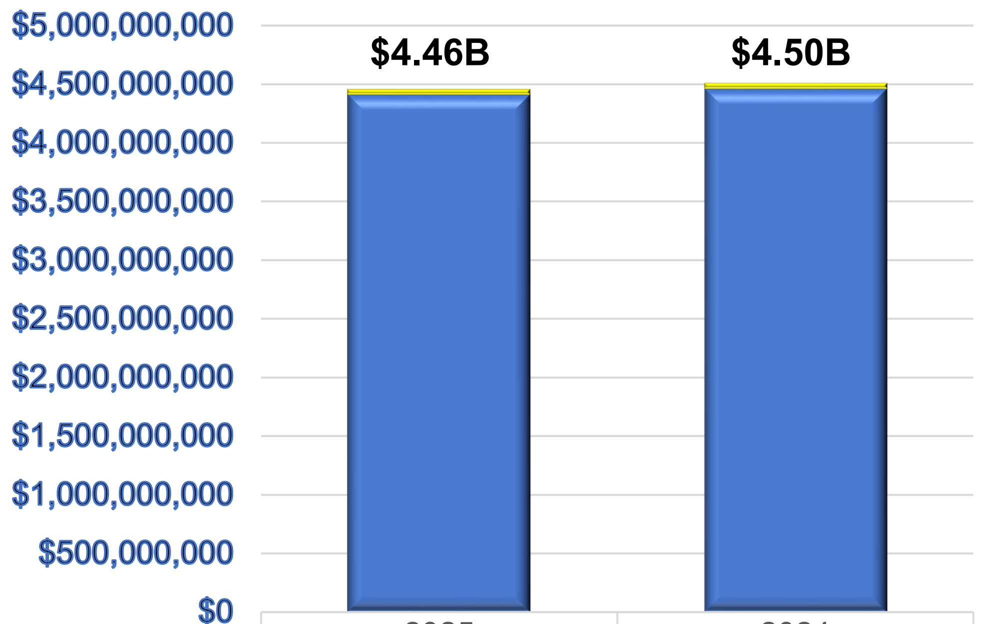
SS SNACK & SANDWICH

Sub-category Performance

SPINS Satori - 52 Weeks Ending August 10, 2025

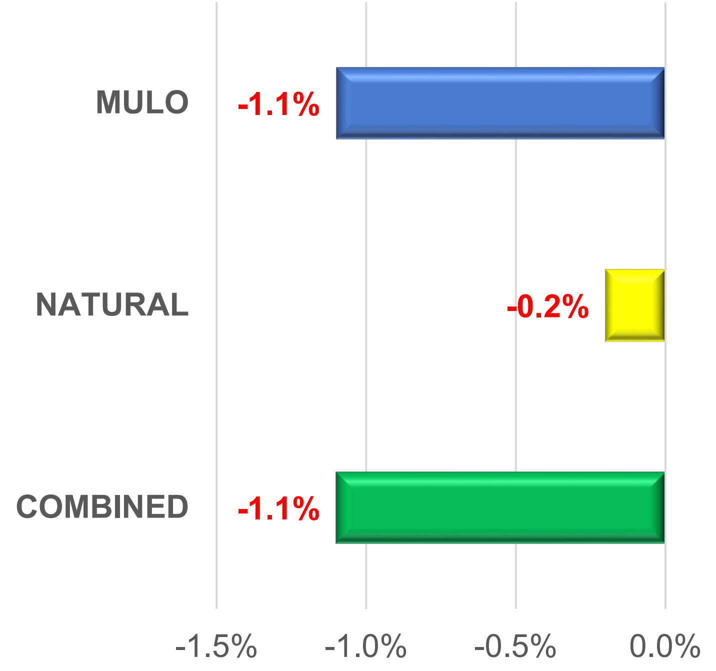
Total US SS Snack & Sandwich Crackers Subcategory

Total US Dollars



	2025	2024
NATURAL	$47,134,650	$47,248,856
MULO	$4,414,836,098	$4,462,423,618

% Dollar Change vs Year Ago

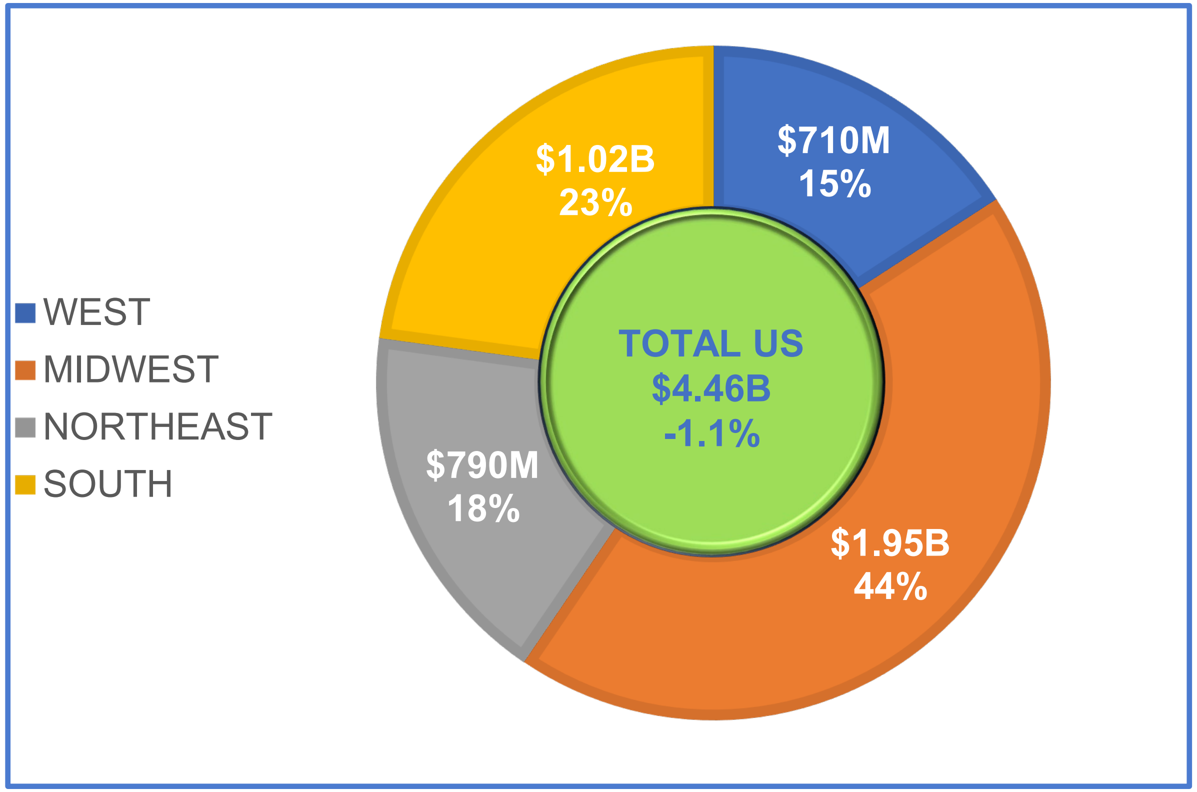


- The total US Snack & Sandwich combined channel is a $4.46B category and is in decline from the prior year by -1.1%.
- Sales dollars were in decline in both the Natural Channel, at -0.2%, and MULO at -1.1%.
- As in all categories, MULO represents most category sales.

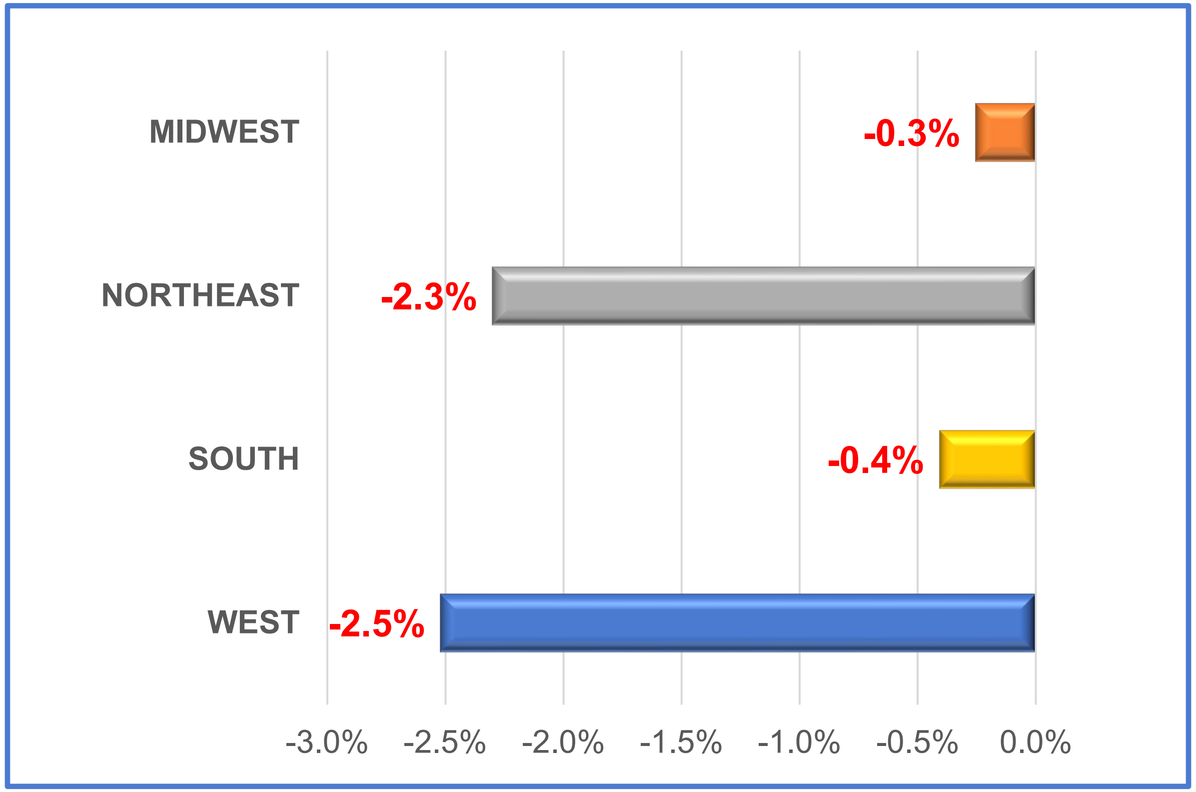
SPINS Satori – 52 weeks ending 8-10-25

Total Snack & Sandwich Crackers - By Region

Total Dollars and % Category Share by Region



% Dollars Change vs Year Ago

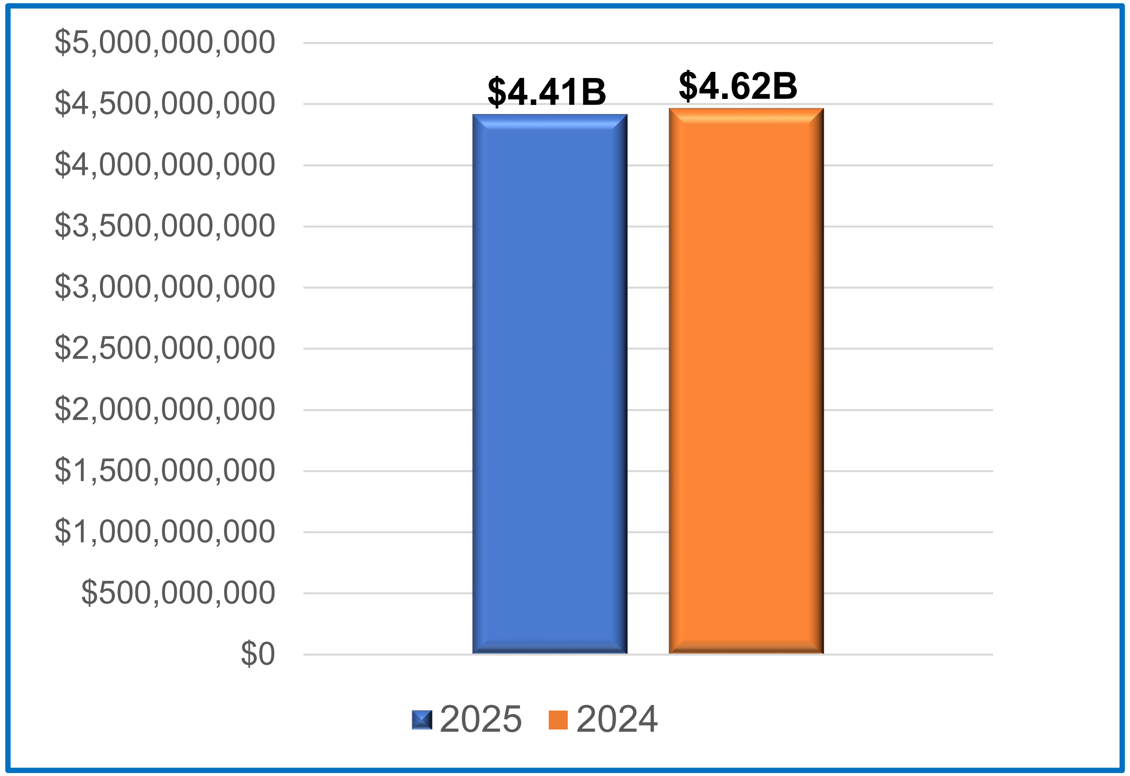


- The Midwest represents 44% ($1.95B) of total category sales dollars, followed by the South, 23%, the Northeast, 18%, and the West, 15%.
- All 4 regions experienced decline in dollar volume to prior year.

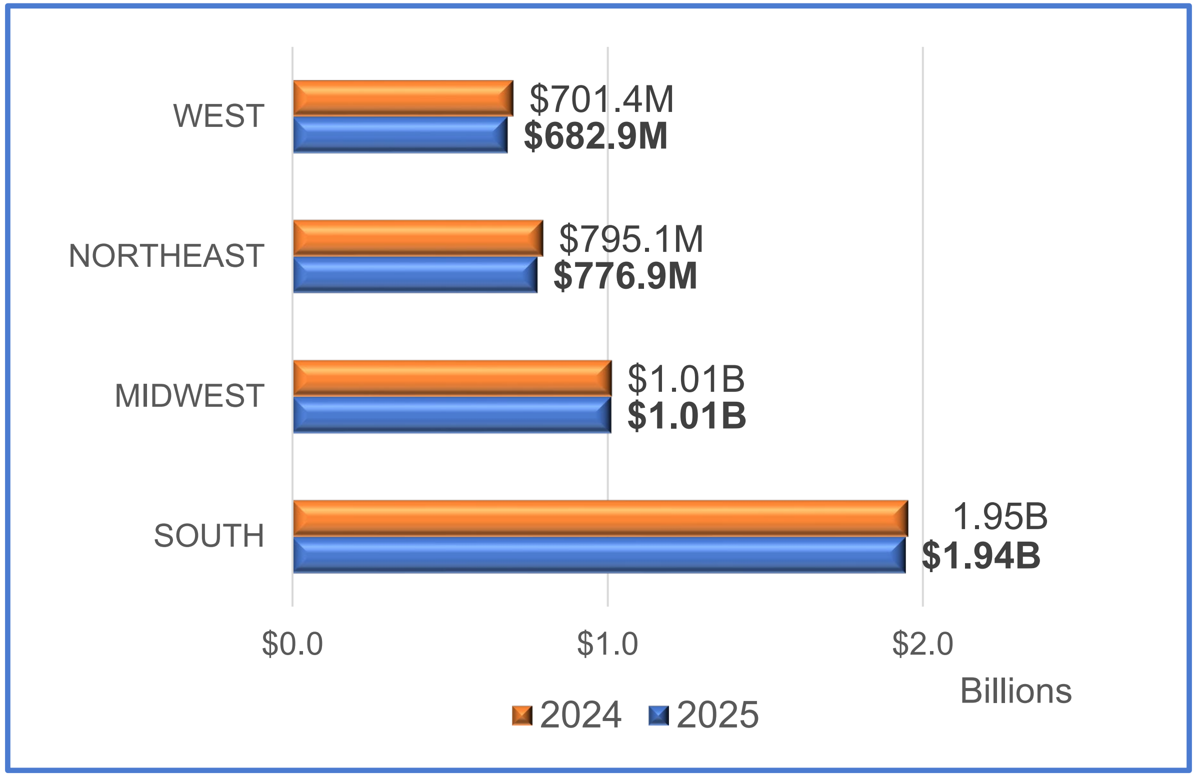
SPINS Satori – 52 weeks ending 8-10-25

Total US MULO: Snack & Sandwich Crackers - Subcategory

MULO Total US Dollars



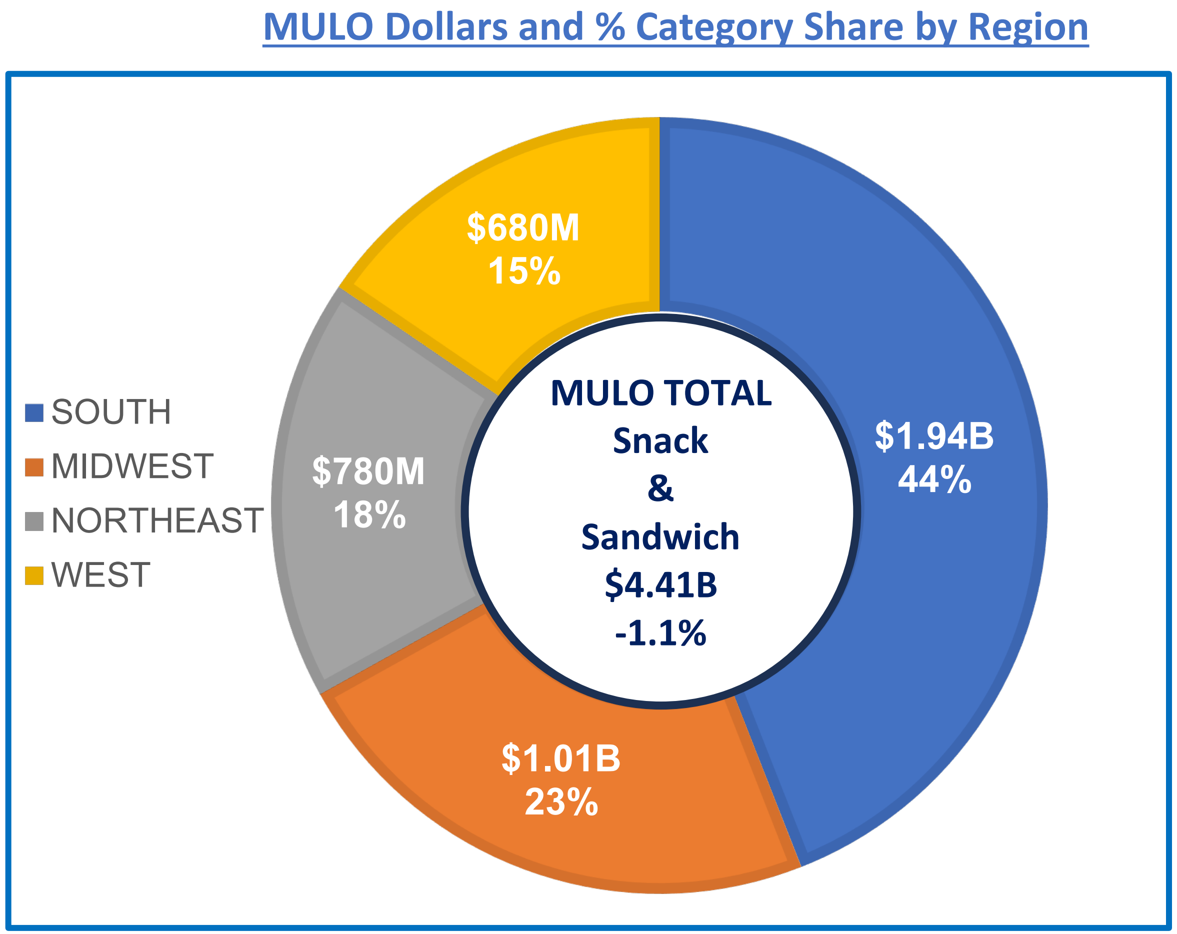
Dollar Change vs Year Ago

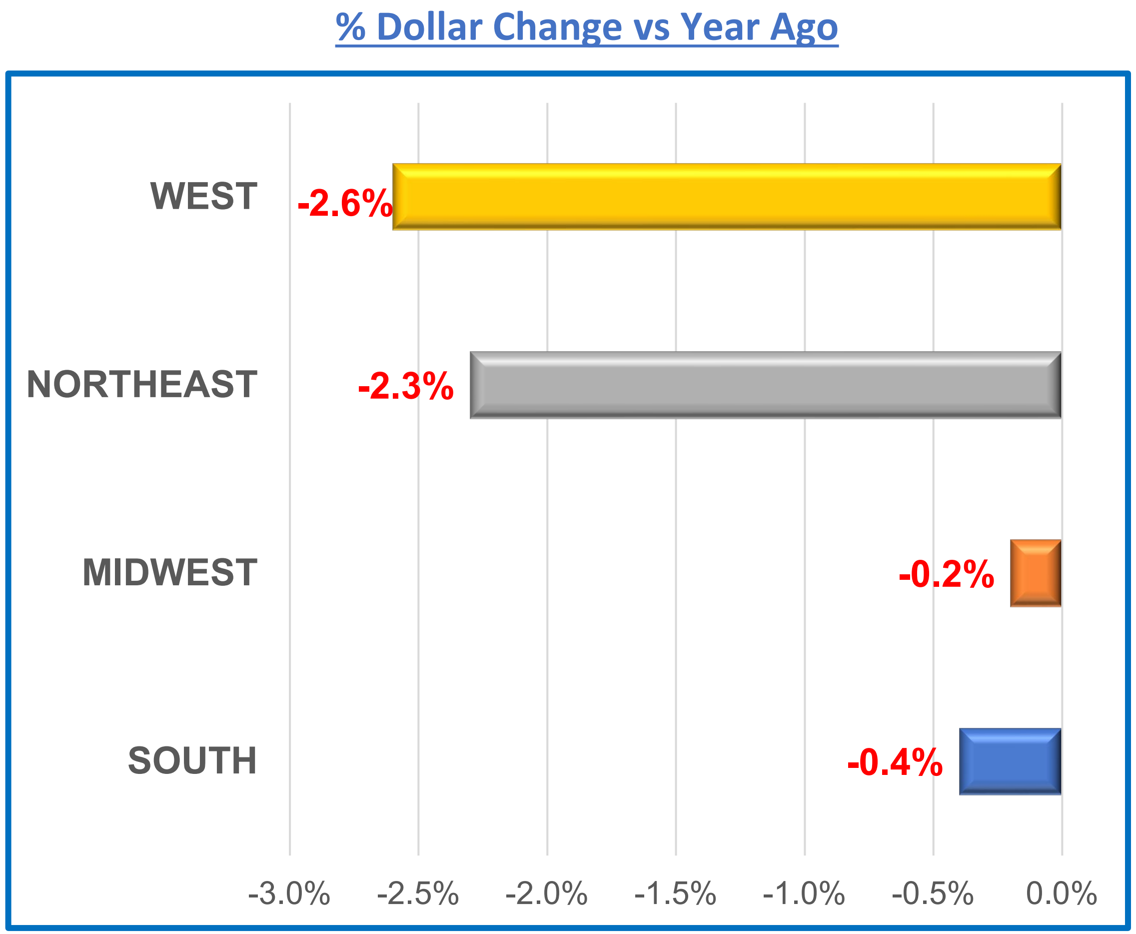


- Total US MULO $ volume for Snack & Sandwich is $4.41B and is in decline to prior year, -1.1%.
- The South region is the largest $ volume region, followed by Midwest, Northeast and West, respectively.
- All 4 census regions and Total US are posting sales that are less than prior year.

SPINS Satori – 52 weeks ending 8-10-25

Total US MULO: Snack & Sandwich Crackers - By Region





- The South is the most highly developed region for this subcategory, responsible for 44% of dollar volume, declining -0.4%.
- The 3 remaining regions, Northeast, West and Midwest, are responsible for the remaining 56% of $ volume with respective declines in dollar volume of -2.3%, -2.6%, and -0.2%.

SPINS Satori – 52 weeks ending 8-10-25

MULO: Snack & Sandwich Crackers
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRACKERS SNACK & SANDWICH	**$776,988,811**	**$795,172,080**	**-2.3**	**188,543,755**	**194,129,226**	**-2.9**			**$4.12**	**$4.10**
PEPPERIDGE FARM GOLDFISH	$246,160,482	$261,782,337	-6.0	55,916,226	59,464,387	-6.0	98.4	26.1	$4.40	$4.40
CHEEZ IT	$224,097,752	$231,725,666	-3.3	53,605,183	54,463,805	-1.6	99.5	31.2	$4.18	$4.25
RITZ	$92,685,446	$91,576,764	1.2	19,845,738	19,808,048	0.2	94.6	13.1	$4.67	$4.62
LANCE	$59,615,583	$60,675,570	-1.7	12,585,092	13,698,216	-8.1	80.6	11.2	$4.74	$4.43
PRIVATE LABEL	$56,067,697	$58,433,435	-4.0	20,014,337	21,307,302	-6.1	86	6.4	$2.80	$2.74
KEEBLER	$16,460,033	$15,496,236	6.2	5,261,210	5,176,402	1.6	77.8	2.8	$3.13	$2.99
WHEAT THINS	$13,983,298	$15,185,837	-7.9	3,483,044	3,789,267	-8.1	77.7	2.7	$4.01	$4.01
CLUB	$10,012,447	$6,234,673	60.6	2,780,454	1,871,610	48.6	76.7	3.1	$3.60	$3.33
ANNIES HOMEGROWN	$8,828,624	$7,620,607	15.9	1,570,176	1,360,104	15.4	50	3.2	$5.62	$5.60
NABISCO	$7,279,118	$6,974,293	4.4	1,897,485	1,823,419	4.1	75.1	1.7	$3.84	$3.82

- MULO Northeast Snack & Sandwich Crackers is showing a -2.3% decline over prior year in dollar volume with unit sales at -2.9%.
- Private Label brands (retailer brands produced by others) are highly developed in dollar sales but are in decline at -4.0% in dollar sales and -6.1% in unit sales.
- Pepperidge Farm, the lead brand in dollar volume, is in decline in both $ and unit sales, but commands 31% share of total segment dollar sales in the Northeast.

SPINS Satori – 52 weeks ending 8-10-25

MULO: Snack & Sandwich Crackers
Top Markets Northeast Census Region

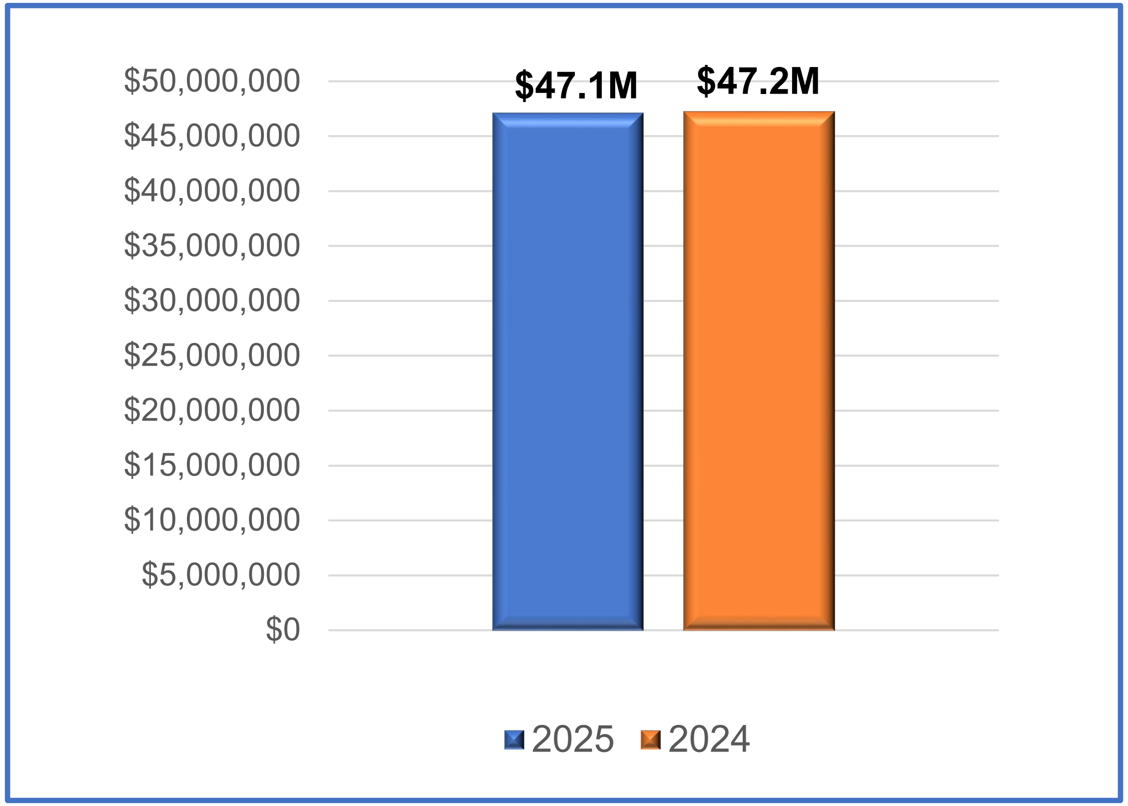
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
NEW YORK, NY - MULO	$154,760,357	$161,229,752	-4.0	36,112,730	37,777,240	-4.4	9,033	8,566	$4.29	$4.27
BALTIMORE, MD/WASHINGTON D.C. - MULO	$107,435,227	$110,291,097	-2.6	24,908,044	25,698,171	-3.1	10,350	10,006	$4.31	$4.29
PHILADELPHIA, PA - MULO	$104,052,089	$106,961,299	-2.7	24,043,332	24,795,334	-3.0	11,438	10,983	$4.33	$4.31
BOSTON, MA - MULO	$99,206,320	$104,072,712	-4.7	24,598,624	25,715,353	-4.3	10,873	10,303	$4.03	$4.05
NEW ENGLAND - MULO	$79,490,537	$80,689,209	-1.5	20,249,076	20,442,870	-0.9	11,981	11,465	$3.93	$3.95
HARRISBURG/SCRANTON, PA - MULO	$74,709,976	$74,878,206	-0.2	18,029,312	18,323,027	-1.6	11,969	11,676	$4.14	$4.09
RICHMOND/NORFOLK, VA - MULO	$56,048,547	$55,940,101	0.2	13,387,935	13,608,260	-1.6	11,432	11,030	$4.19	$4.11
HARTFORD, CT/SPRINGFIELD, MA - MULO	$49,600,141	$51,171,481	-3.1	12,332,260	12,736,181	-3.2	10,887	10,398	$4.02	$4.02
ROANOKE, VA - MULO	$48,579,083	$47,993,760	1.2	11,886,178	12,082,793	-1.6	12,033	11,502	$4.09	$3.97
BUFFALO/ROCHESTER, NY - MULO	$41,639,559	$41,550,619	0.2	10,355,015	10,573,219	-2.1	11,144	10,831	$4.02	$3.93
PITTSBURGH, PA - MULO	$41,494,787	$41,819,120	-0.8	9,847,160	10,228,531	-3.7	10,504	10,436	$4.21	$4.09
SYRACUSE, NY - MULO	$20,149,216	$20,066,722	0.4	5,069,144	5,132,064	-1.2	11,322	10,807	$3.97	$3.91
ALBANY, NY - MULO	$20,047,798	$20,284,942	-1.2	4,989,896	5,030,074	-0.8	11,584	10,879	$4.02	$4.03
PROVIDENCE, RI - MULO	$15,887,267	$16,412,598	-3.2	4,021,612	4,146,672	-3.0	10,704	10,079	$3.95	$3.96

- New York is the largest market for Sandwich & Snack crackers, posting negative dollar sales growth of -4.0% and a decline in unit growth of -4.4%.
- New England, the 6th largest market, responsible for $79M is sales, is showing dollar decline of -1.5% and unit decline of -0.9%.
- Roanoke, the 9thth ranked market in $ sales, is showing the highest dollar growth of +1.2% but a decline in unit growth of -1.6%.

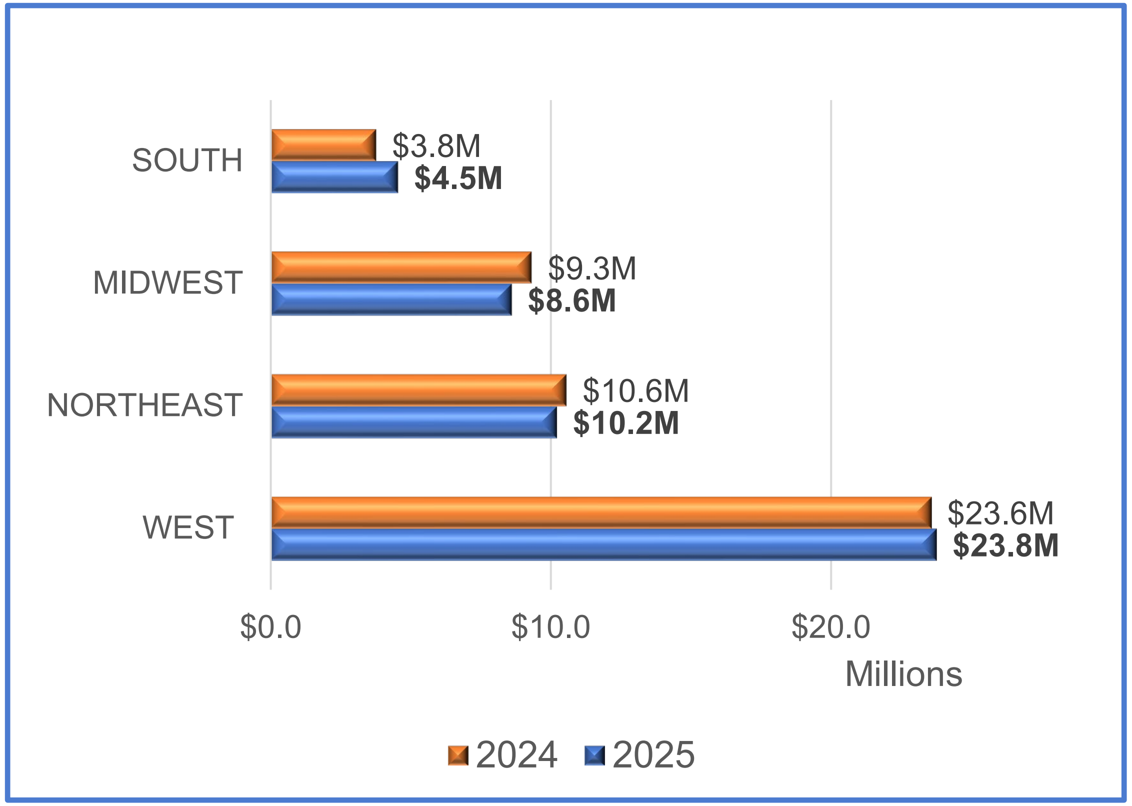
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Snack & Sandwich Crackers - Subcategory

Natural Channel Total US Dollars



Dollar Change vs Year Ago

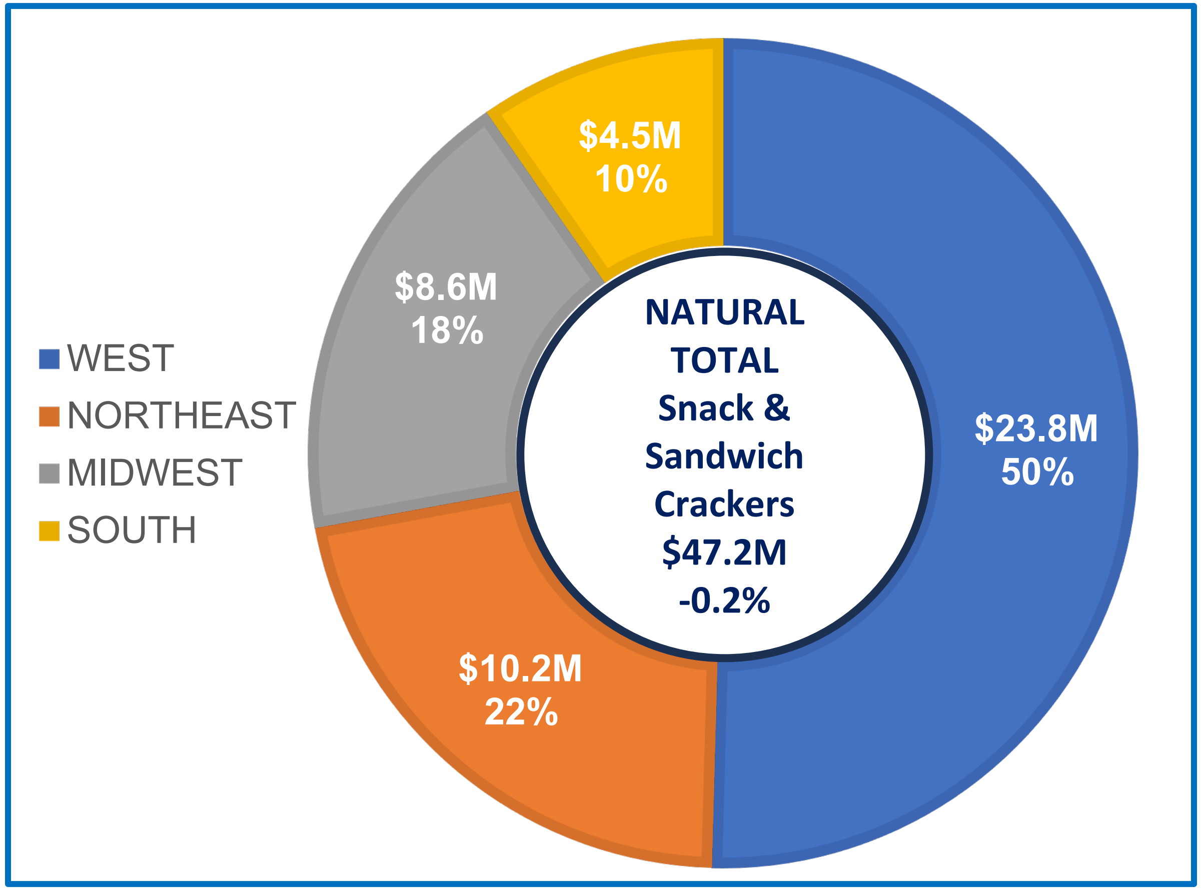


- Total Natural Channel $ volume for the Snack & Sandwich Cracker subcategory is $47.1M and in decline -0.2% over prior year.
- The West region is the largest $ volume region, followed by the Northeast, Midwest, and the South, respectively.
- The South and West regions are posting positive dollar sales increase to prior year, +20.7% and +0.8% respectively, however the Northeast and Midwest are in dollar sales decline to prior year, -3.3% and -7.8%.

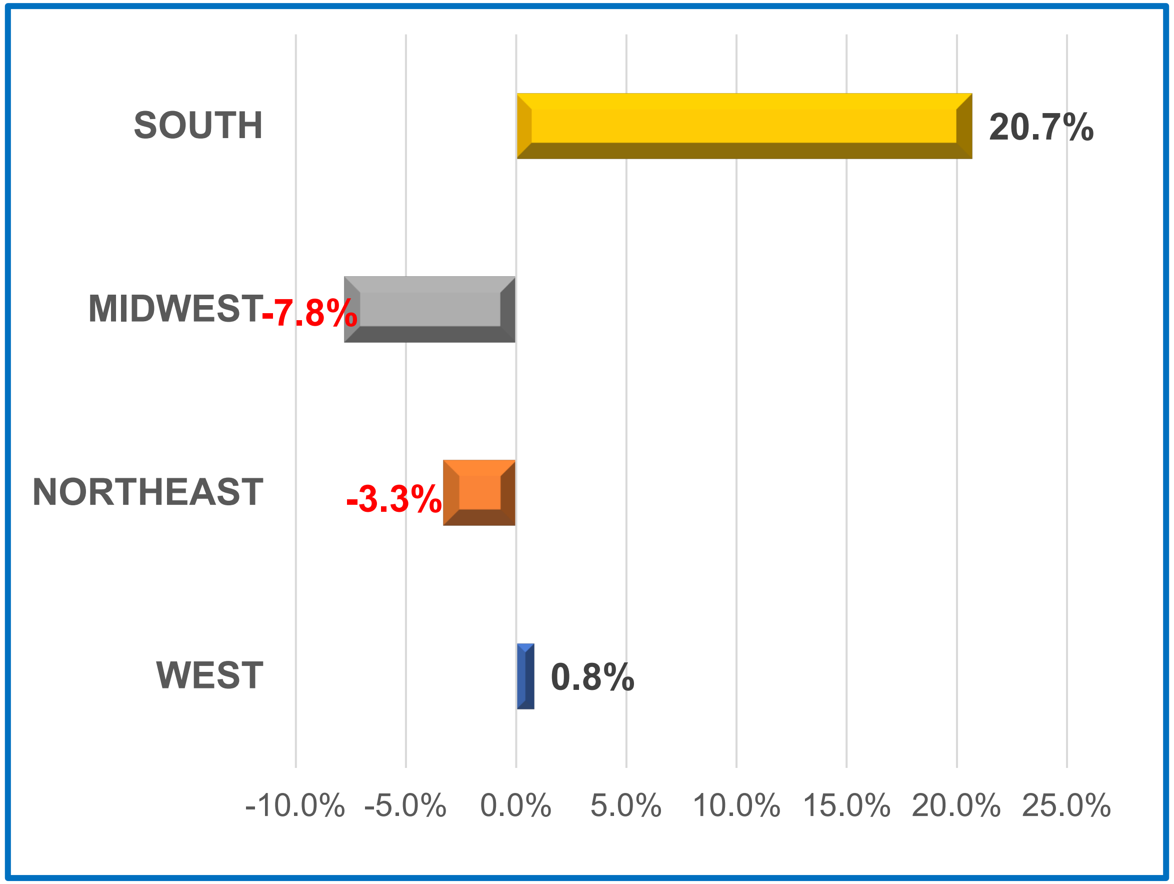
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Snack & Sandwich Crackers - By Region

Natural Channel Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The West region, the most highly developed region for this subcategory, is responsible for 50% of $ volume and is up +0.8% to prior year.
- Northeast and Midwest, combined, are responsible for 28% of $ volume, with respective declines of-7.8%, and -3.3%.
- The South, with the 2nd largest share of dollar volume, with 22% of the dollar volume, is experiencing high growth of 20.7%.

SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Snack & Sandwich Crackers
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRACKERS SNACK & SANDWICH	**$10,216,422**	**$10,568,741**	**-3.3**	**2,114,931**	**2,205,348**	**-4.1**			**$4.83**	**$4.79**
PEPPERIDGE FARM GOLDFISH	$4,095,996	$4,512,057	-9.2	884,604	976,475	-9.4	64.8	17.8	$4.63	$4.62
CHEEZ IT	$1,736,151	$1,902,344	-8.7	345,762	382,454	-9.6	61.5	12.2	$5.02	$4.97
ANNIES HOMEGROWN	$1,082,171	$1,022,449	5.8	207,651	206,200	0.7	74.3	3.5	$5.21	$4.96
RITZ	$699,520	$674,371	3.7	135,393	129,852	4.3	56.6	7.0	$5.17	$5.19
WHEAT THINS	$339,551	$385,631	-11.9	67,367	77,263	-12.8	55.2	2.1	$5.04	$4.99
JOVIAL	$278,461	$224,245	24.2	65,727	53,473	22.9	30.3	2.0	$4.24	$4.19
PRETZELIZED	$258,723	$81,928	215.8	59,785	24,372	145.3	43.9	2.4	$4.33	$3.36
STONEWALL KITCHEN	$147,627	$137,074	7.7	20,032	17,902	11.9	35.5	1.4	$7.37	$7.66
LANCE	$143,322	$187,595	-23.6	25,320	37,938	-33.3	15.6	6.8	$5.66	$4.94
KEEBLER	$135,986	$137,613	-1.2	33,408	32,389	3.1	35.8	2.1	$4.07	$4.25

- Northeast Natural Channels, is showing -3.3% decline in dollar growth over prior year and is also in decline in unit sales of -4.1%.
- Pepperidge Farm Goldfish, the largest $ volume brand, garners 40% of the subcategory $ sales but is experiencing decline in both dollars and units, -9.2% and -9.4, respectively.
- Pretzelized, the 7th largest brand in $ volume, is experiencing solid dollar growth in the subcategory of +215.8%% in dollars and +145.3% in units.
- Jovial and Stonewall Kitchen brands are experiencing solid growth in both units and dollars within the subcategory.

SPINS Satori – 52 weeks ending 8-10-25

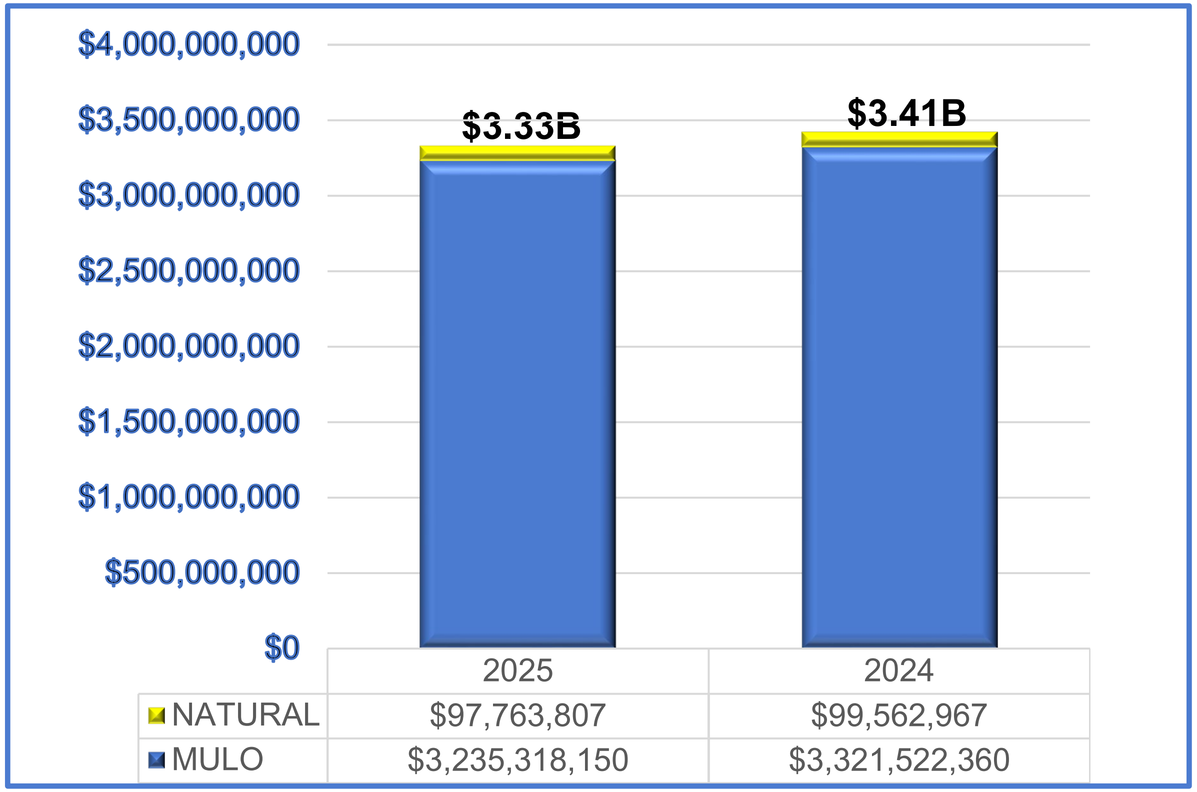
SS Classic & Deli Crackers

Sub-category Performance

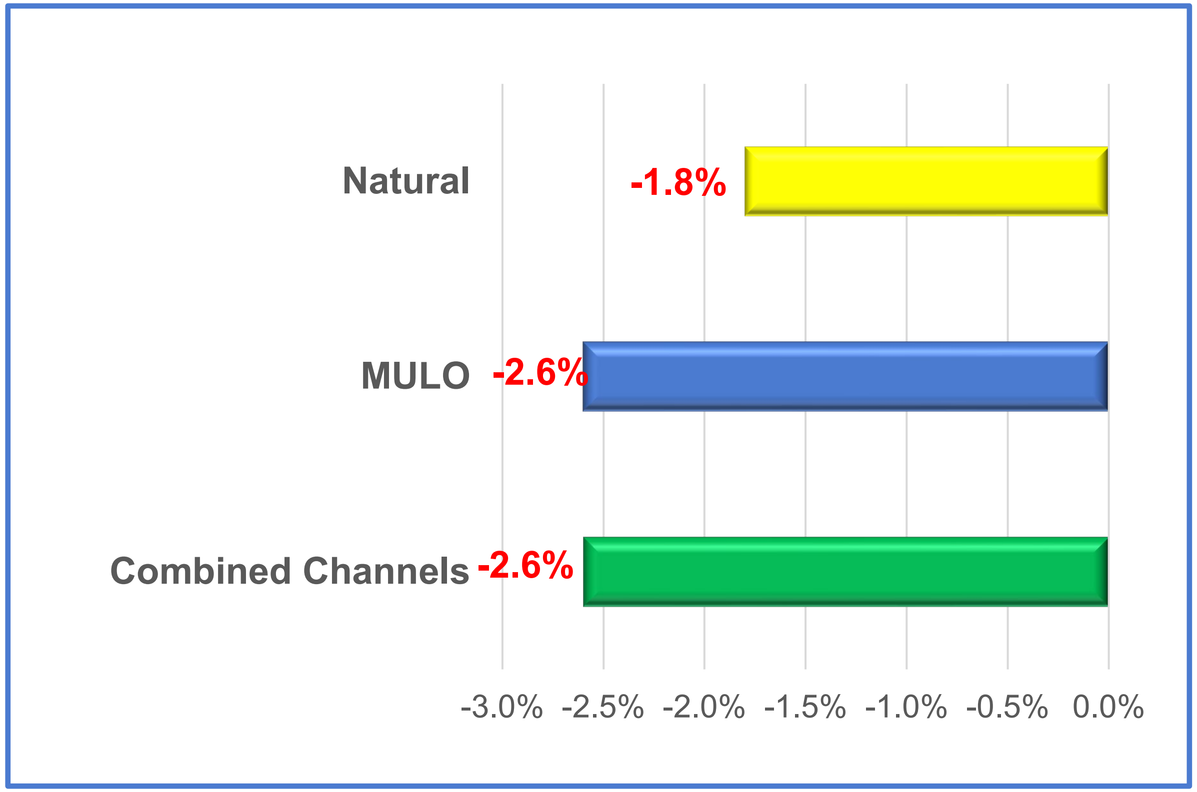
SPINS Satori - 52 Weeks Ending August 10, 2025

Total US SS Classic & Deli Crackers Subcategory

Total US Dollars



% Dollar Change vs Year Ago

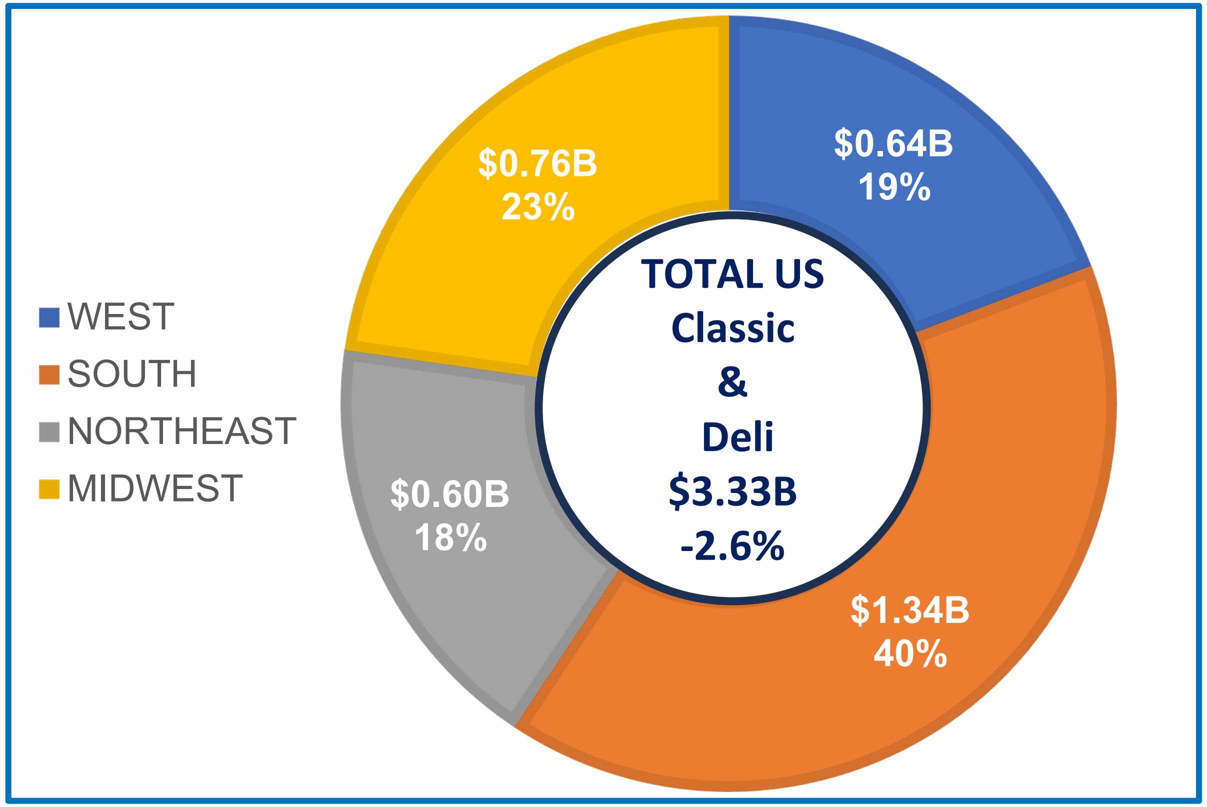


- Total US SS Classic Deli Crackers is a $3.33B subcategory and is experiencing declining growth, to prior year, on a standalone channel and combined basis.
- Sales dollars are showing decline in the Natural Channel, -1.8%, MULO, -2.6%, and Combined channels, -2.6%.

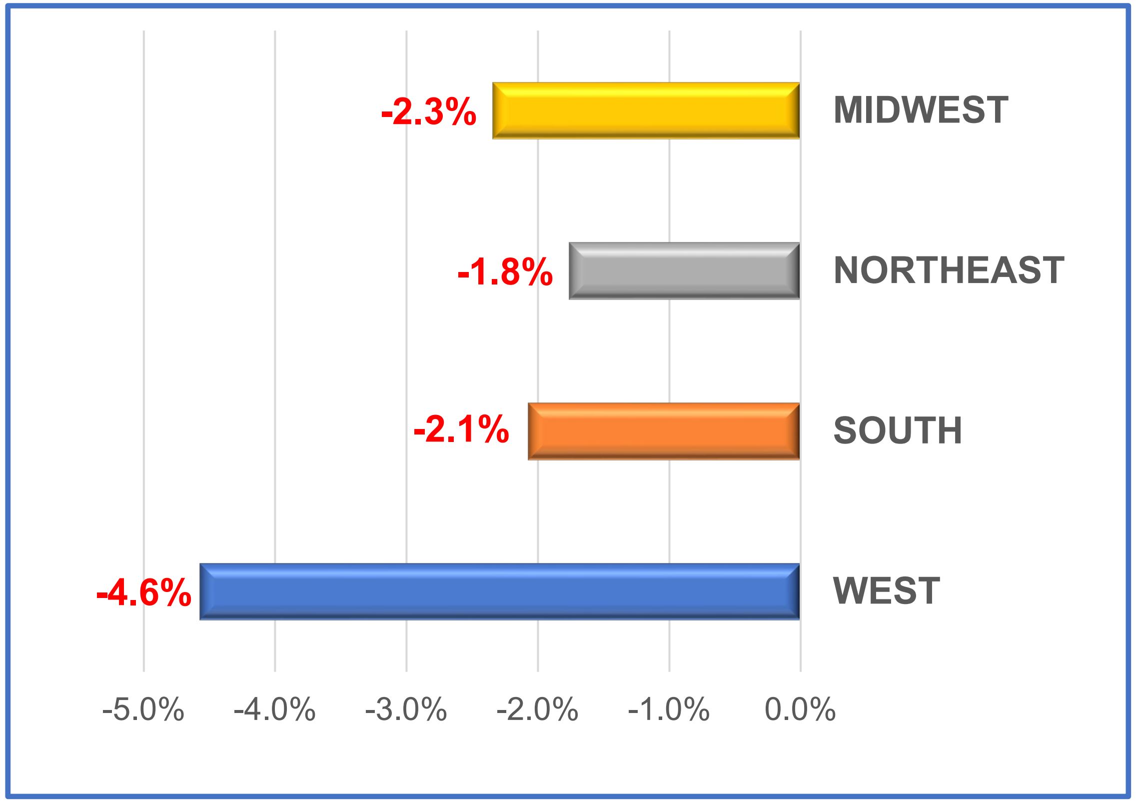
SPINS Satori – 52 weeks ending 8-10-25

Total US – Classic & Deli Crackers - By Region

Total Dollars and % Category Share by Region



% Dollar Change vs Year Ago

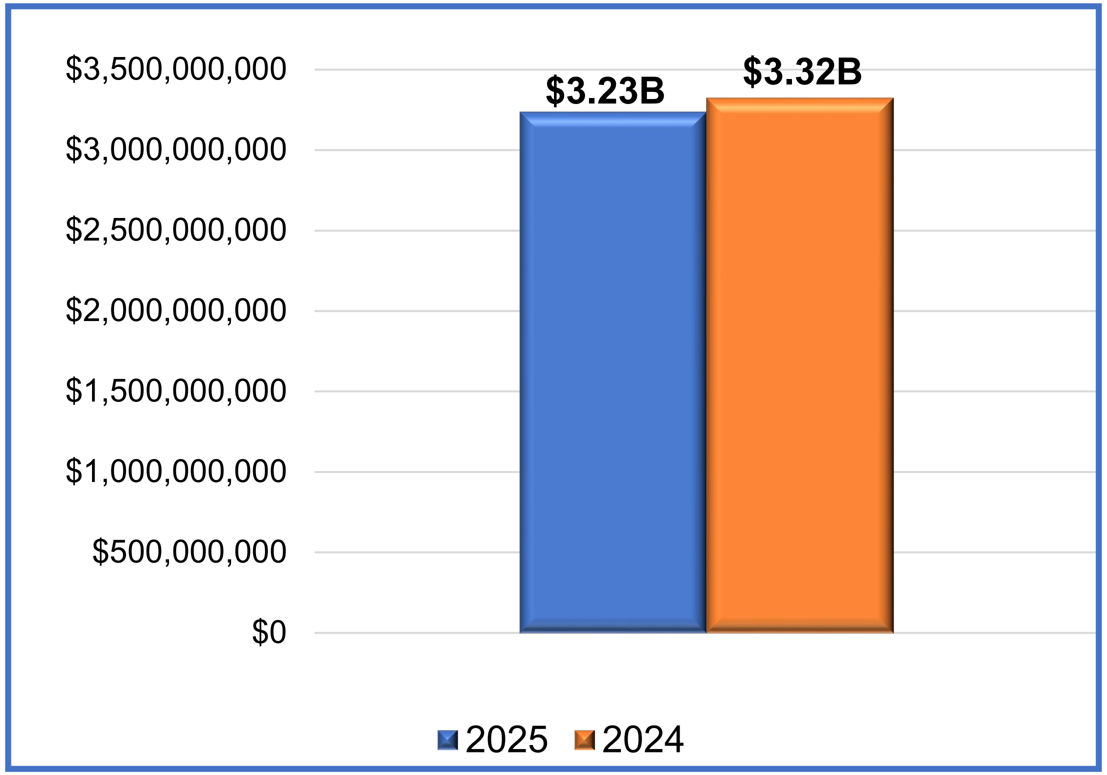


- The South is the most highly developed region for this sub-category, responsible for 40% of dollar volume with a decline of -2.1%.
- The 3 remaining regions, West, Northeast and Midwest, are responsible for the remaining 60% of dollar volume with respective dollar volume declines of -4.6%, -1.8 % and -2.3%.

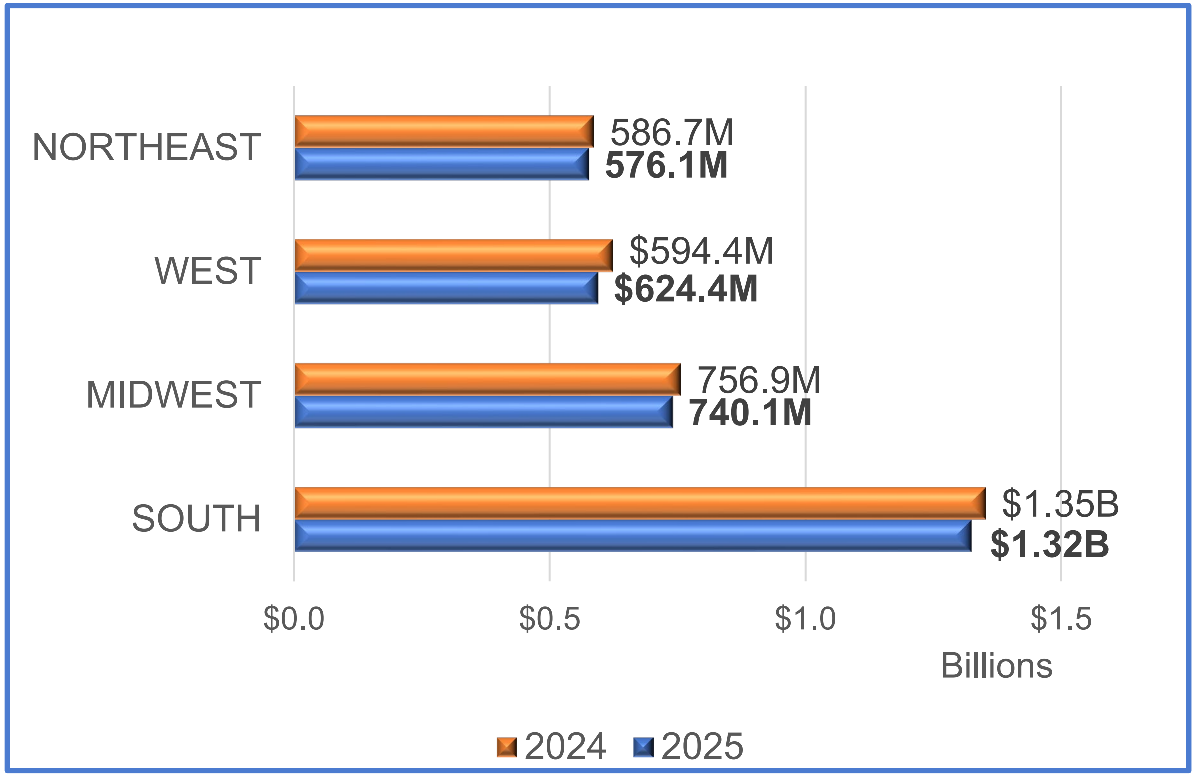
SPINS Satori – 52 weeks ending 8-10-25

Total US MULO: SS Classic & Deli Crackers Subcategory

MULO Total US Dollars



Dollar Change vs Year Ago

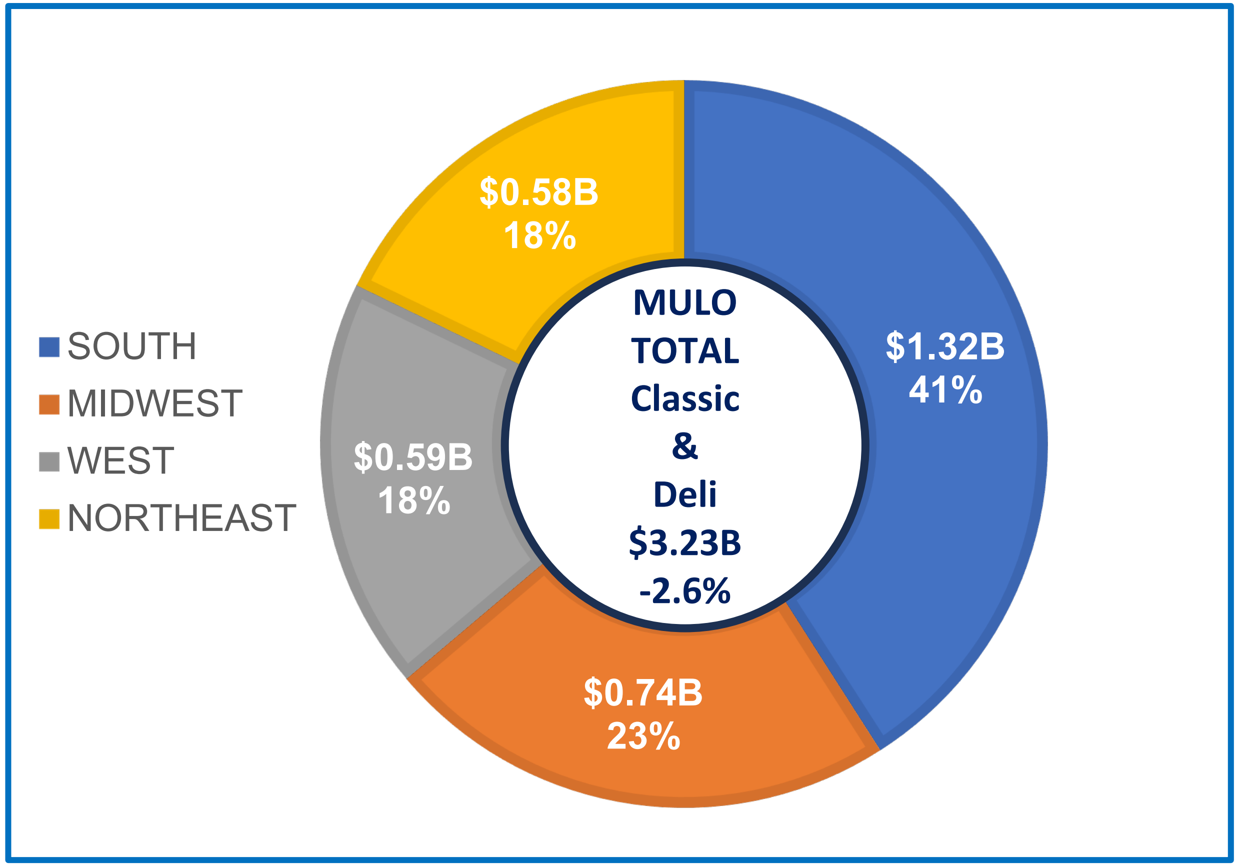


- Total US MULO $ volume of Classic Deli Crackers is $3.23B and is declining in dollar volume to prior year by -2.6%.
- The South is the largest $ volume region, followed by the Midwest, Northeast, and West, respectively.
- All 4 census regions and Total US are posting declines in dollar sales to prior year.

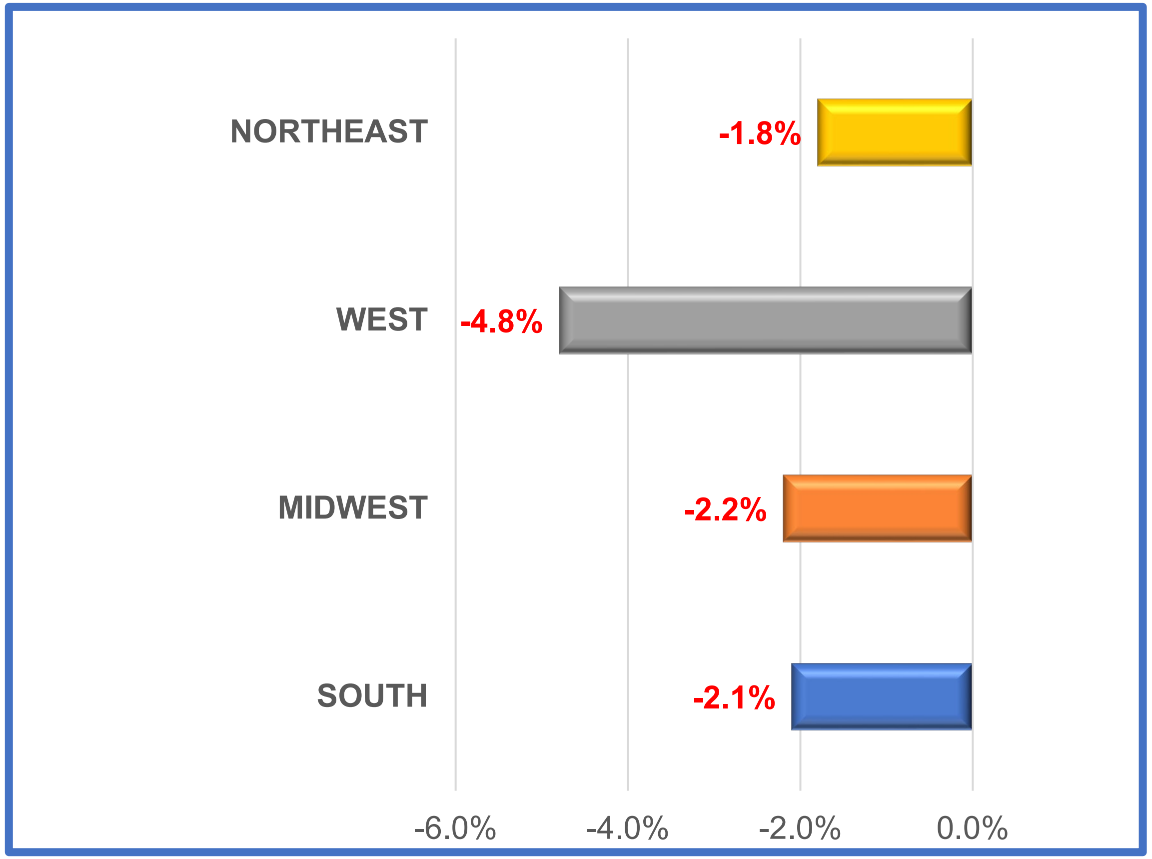
SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Classic & Deli Crackers Subcategory

MULO Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The South is the most highly developed region for this subcategory, responsible for 41% of dollar volume, and is in decline -2.1%.
- The 3 remaining regions, West, Northeast and Midwest, are responsible for the remaining 59%; all are showing dollar decline to prior year.

SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Classic & Deli Crackers
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRACKERS CLASSIC & DELI	**$576,063,776**	**$586,756,650**	**-1.8**	**154,230,426**	**157,234,277**	**-1.9**			**$3.74**	**$3.73**
RITZ	$123,628,545	$126,143,466	-2.0	30,236,329	31,057,802	-2.6	98.4	8.6	$4.09	$4.06
PRIVATE LABEL	$77,675,898	$74,021,861	4.9	29,575,287	28,931,502	2.2	89.5	9.7	$2.63	$2.56
TRISCUIT	$75,327,193	$79,210,361	-4.9	19,437,733	20,519,265	-5.3	85.9	15.2	$3.88	$3.86
PREMIUM	$60,199,633	$61,103,842	-1.5	15,020,685	15,060,337	-0.3	94.9	5.9	$4.01	$4.06
WHEAT THINS	$51,983,520	$55,734,143	-6.7	12,867,185	13,755,060	-6.5	88.9	5.3	$4.04	$4.05
CLUB	$51,952,179	$52,128,200	-0.3	11,741,397	12,053,983	-2.6	93.6	4.9	$4.42	$4.32
TOWNHOUSE	$19,920,556	$23,070,538	-13.7	5,370,226	6,126,071	-12.3	79.2	2.4	$3.71	$3.77
FLAVOR ORIGINALS	$11,551,565	$12,040,078	-4.1	2,967,100	3,069,327	-3.3	75.6	2.4	$3.89	$3.92
TOASTEDS	$11,478,988	$12,158,840	-5.6	2,584,833	2,680,155	-3.6	68.1	2.3	$4.44	$4.54
CARRS	$10,246,109	$11,184,330	-8.4	2,398,744	2,467,641	-2.8	60.1	3.7	$4.27	$4.53

- Classic & Deli Crackers in Northeast MULO is in decline -1.8% in dollar volume over prior year and is also declining in unit volume, -1.9%.
- Ritz is the leading brand within this subcategory in the Northeast, with $123.6M in dollar volume, declining -2.0%, and is also in decline in unit volume at -2.6%.
- Private Label, ranking 2nd in this subcategory in overall dollar volume, is registering +4.9% growth, the highest in the subcategory, and is showing a +2.2% increase in unit volume, year over year; the highest of all Top 10 brands.

SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Classic & Deli Crackers
Top Markets Northeast Census Region

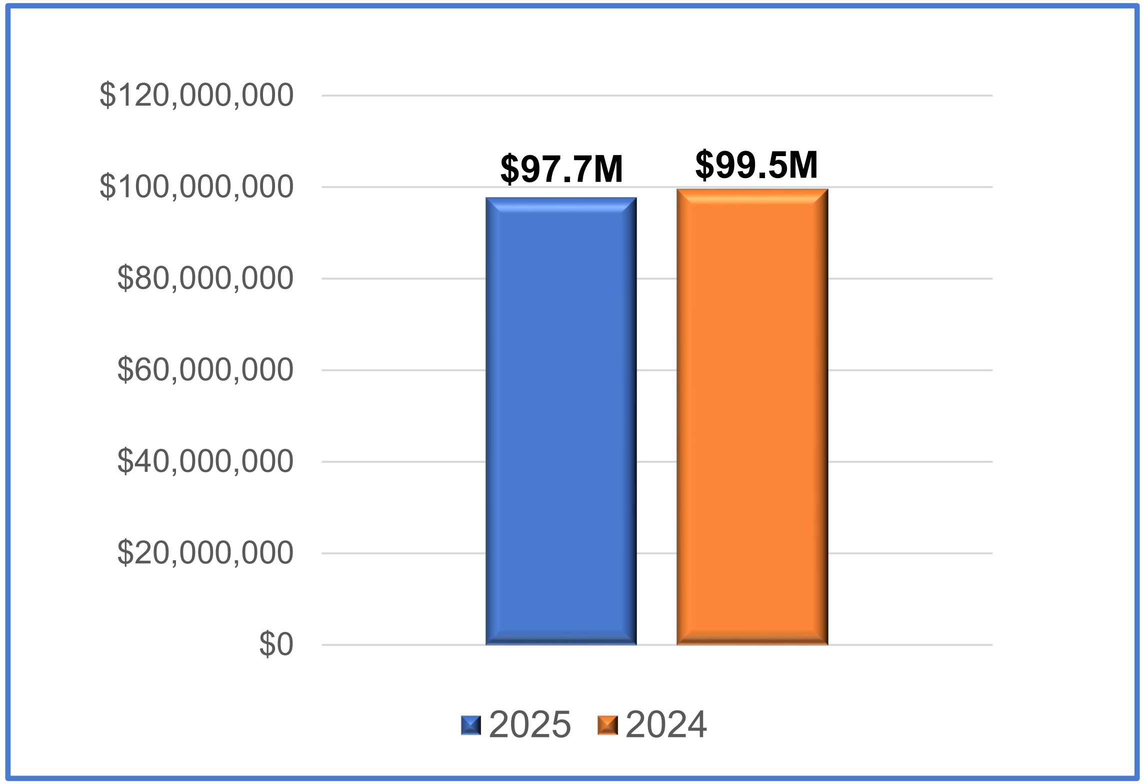
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
NEW YORK, NY - MULO	$154,585,020	$156,815,709	-1.4	39,569,886	40,136,971	-1.4	7,382	6,981	$3.91	$3.91
BALTIMORE, MD/WASHINGTON D.C. - MULO	$81,050,430	$82,642,008	-1.9	20,792,309	21,341,728	-2.6	7,123	6,973	$3.90	$3.87
BOSTON, MA - MULO	$69,045,632	$71,463,195	-3.4	18,857,357	19,461,488	-3.1	8,459	8,143	$3.66	$3.67
PHILADELPHIA, PA - MULO	$64,246,213	$65,477,991	-1.9	16,927,482	17,310,906	-2.2	7,535	7,100	$3.80	$3.78
NEW ENGLAND - MULO	$55,371,385	$56,525,460	-2.0	14,945,701	15,372,663	-2.8	8,823	8,417	$3.70	$3.68
HARRISBURG/SCRANTON, PA - MULO	$46,809,752	$47,392,559	-1.2	12,736,521	12,861,879	-1.0	7,168	6,854	$3.68	$3.68
HARTFORD, CT/SPRINGFIELD, MA - MULO	$39,165,271	$40,750,571	-3.9	10,619,060	10,937,982	-2.9	8,068	7,707	$3.69	$3.73
RICHMOND/NORFOLK, VA - MULO	$33,444,656	$34,165,087	-2.1	9,245,856	9,553,964	-3.2	7,004	6,811	$3.62	$3.58
BUFFALO/ROCHESTER, NY - MULO	$30,201,653	$30,015,986	0.6	8,274,049	8,330,625	-0.7	7,468	7,367	$3.65	$3.60
ROANOKE, VA - MULO	$29,185,417	$30,040,752	-2.8	8,525,586	8,853,624	-3.7	6,391	6,373	$3.42	$3.39
PITTSBURGH, PA - MULO	$25,319,895	$25,462,857	-0.6	6,921,156	6,999,056	-1.1	6,116	5,951	$3.66	$3.64
SYRACUSE, NY - MULO	$13,493,034	$13,552,274	-0.4	3,779,351	3,833,119	-1.4	7,267	6,887	$3.57	$3.54
ALBANY, NY - MULO	$13,435,388	$13,634,931	-1.5	3,763,808	3,847,673	-2.2	7,818	7,407	$3.57	$3.54
PROVIDENCE, RI - MULO	$11,419,146	$11,647,252	-2.0	3,125,195	3,148,690	-0.7	7,836	7,475	$3.65	$3.70

- New York is the largest market for Classic & Deli Crackers, posting negative dollar sales growth of -1.4%, with a decrease in units of -1.4%.
- New England, the 5th largest market, is responsible for $55.3M in sales, and is showing dollar and unit decline of -2.0%, and -2.8%, respectively.
- Buffalo/Rochester is the only market that is showing minor growth at +0.6% in dollars, but with a decline in unit volume of -0.7%.

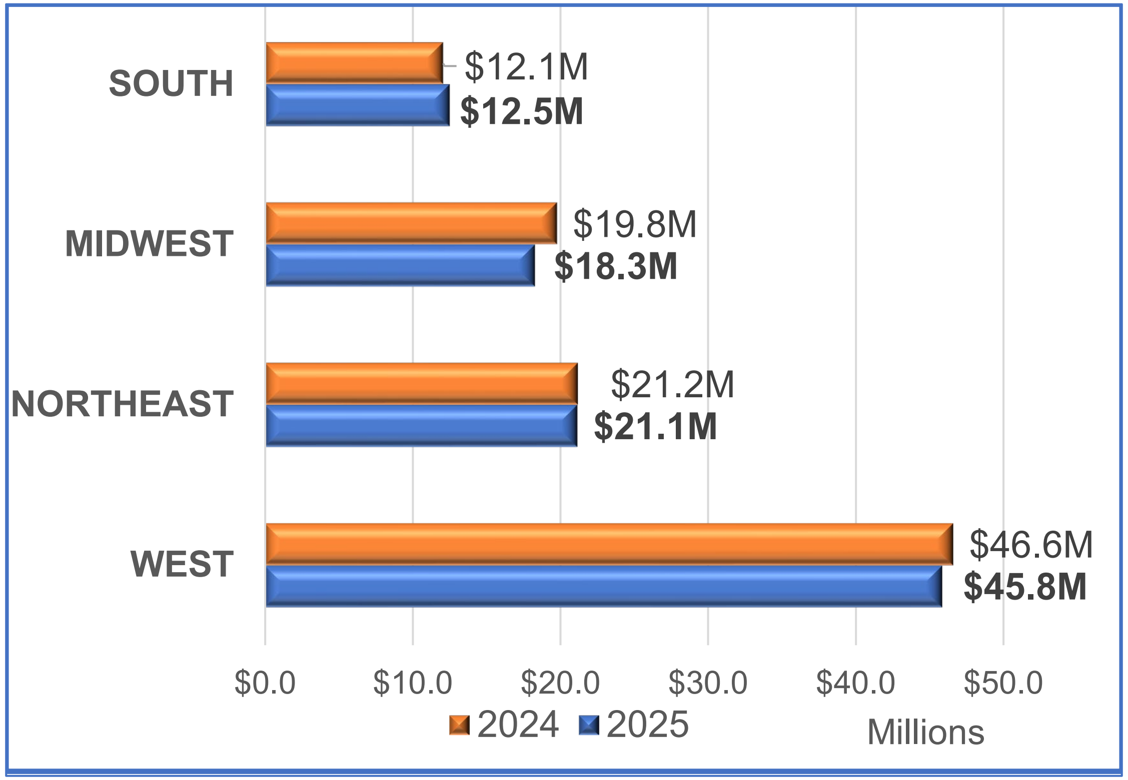
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Classic & Deli Crackers - Subcategory

Natural Channel Total US Dollars



Dollar Change vs Year Ago

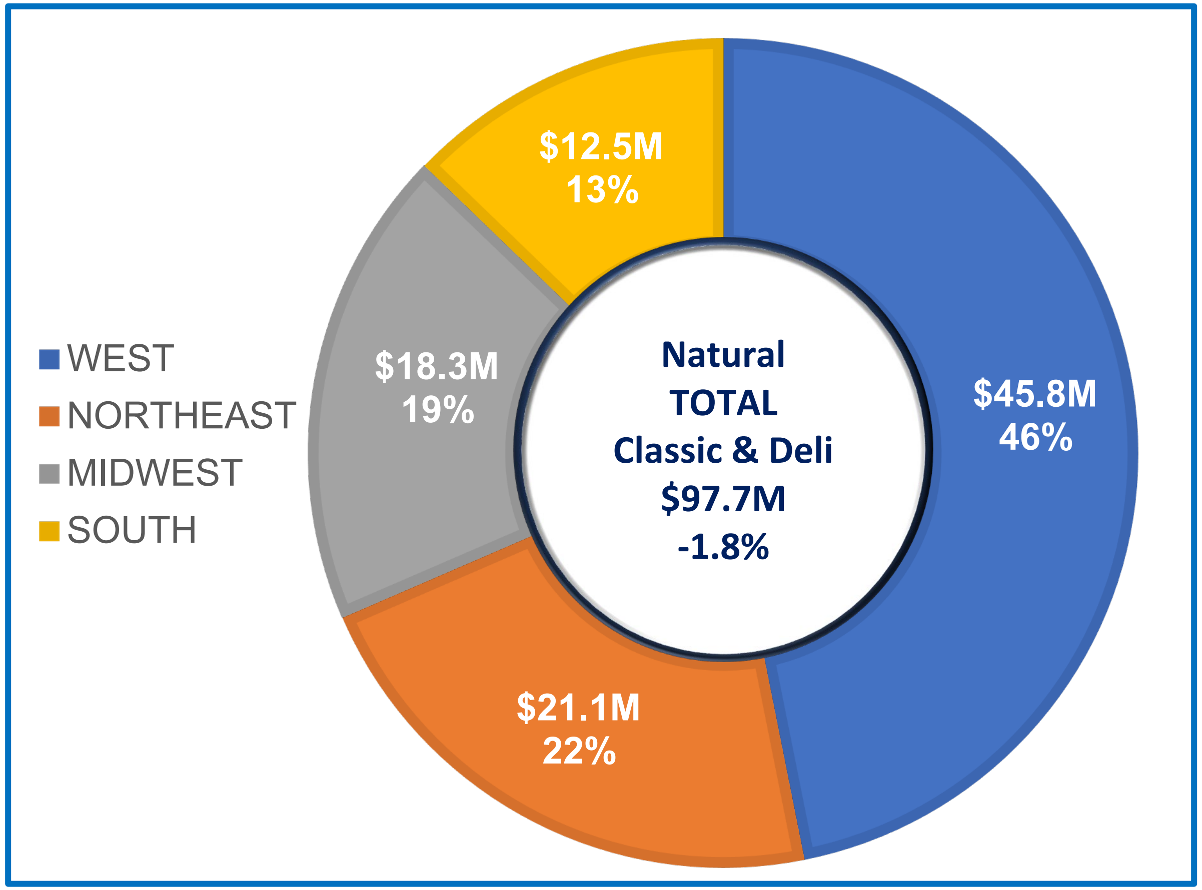


- Total Natural Channel $ volume for the Classic & Deli Crackers subcategory is $97.7M and is in decline, -1.8%, over prior year.
- The West is the largest $ volume region, followed by the Northeast, Midwest, and South, respectively.
- All 4 census regions are posting dollar sales less than prior year.

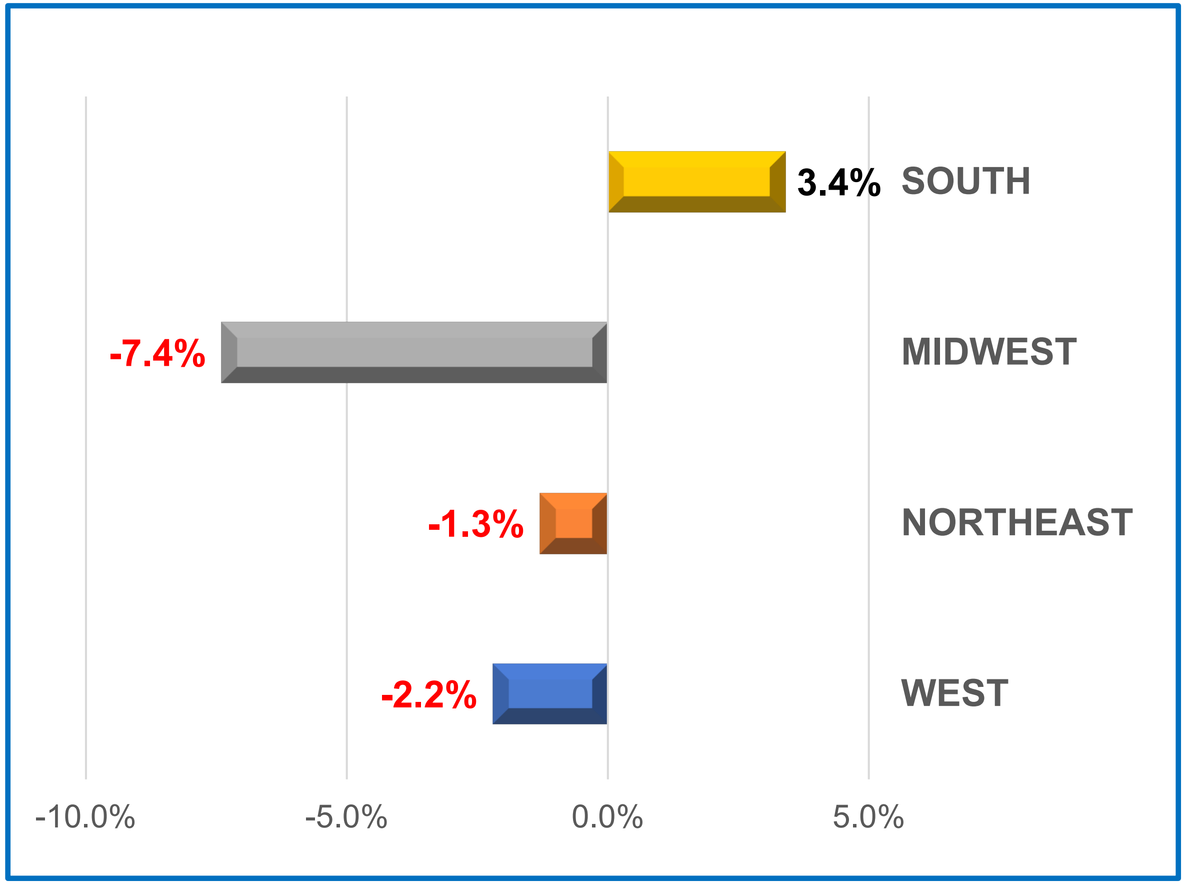
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Classic & Deli - By Region

Natural Channel Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The West, the most highly developed region for this subcategory, responsible for 46% of $ volume, with a decline in dollar volume, -2.2%.
- The South region, the 2nd largest market, is the only region showing a positive dollar increase to prior year, +3.4%.
- The 2 remaining regions; Northeast is in decline to prior year dollars, -1.3%, while the Midwest is experiencing the highest dollar decline to prior year, -7.4%.

SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Classic & Deli Crackers
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRACKERS CLASSIC & DELI	**$21,146,017**	**$21,171,965**	**-0.1**	**4,482,666**	**4,539,823**	**-1.3**			**$4.72**	**$4.66**
FIREHOOK	$6,275,162	$5,558,361	12.9	862,993	757,456	13.9	89.2	6.5	$7.27	$7.34
SIMPLE MILLS	$4,834,533	$4,581,922	5.5	960,554	913,541	5.1	90.3	9.6	$5.03	$5.02
PEPPERIDGE FARM GOLDFISH	$4,095,996	$4,512,057	-9.2	884,604	976,475	-9.4	64.8	17.8	$4.63	$4.62
MARYS GONE CRACKERS	$3,065,381	$3,144,237	-2.5	579,653	591,936	-2.1	95.5	8.2	$5.29	$5.31
BACK TO NATURE	$2,858,343	$2,674,539	6.9	701,252	664,649	5.5	87.9	6.7	$4.08	$4.02
CARRS	$2,280,535	$2,448,502	-6.9	414,352	455,394	-9.0	80.1	6.0	$5.50	$5.38
TRISCUIT	$2,208,155	$2,399,810	-8.0	461,431	513,149	-10.1	65.5	12.5	$4.79	$4.68
CHEEZ IT	$1,736,151	$1,902,344	-8.7	345,762	382,454	-9.6	61.5	12.2	$5.02	$4.97
RITZ	$1,633,172	$1,754,011	-6.9	339,284	369,078	-8.1	69.2	6.4	$4.81	$4.75
TOP SEEDZ	$1,590,632	$1,051,088	51.3	189,019	127,280	48.5	29.7	3.0	$8.42	$8.26

- Northeast Natural Channels, is showing -0.1% decline in dollar growth over prior year and is also in decline in unit sales, -1.3%.
- Firehook is the largest $ volume brand, garners 29% of the subcategory $ sales and is experiencing solid growth in both dollars and units, +12.9% and +13.9%, respectively.
- Simple Mills, the 2nd largest brand in $ volume, is also experiencing solid dollar growth in the subcategory, +5.5% in dollars and +5.1% in units.
- Top Seedz the #10 brand in the subcategory is experiencing great growth trajectory in both dollars and units, +51.3% and +48.5%.

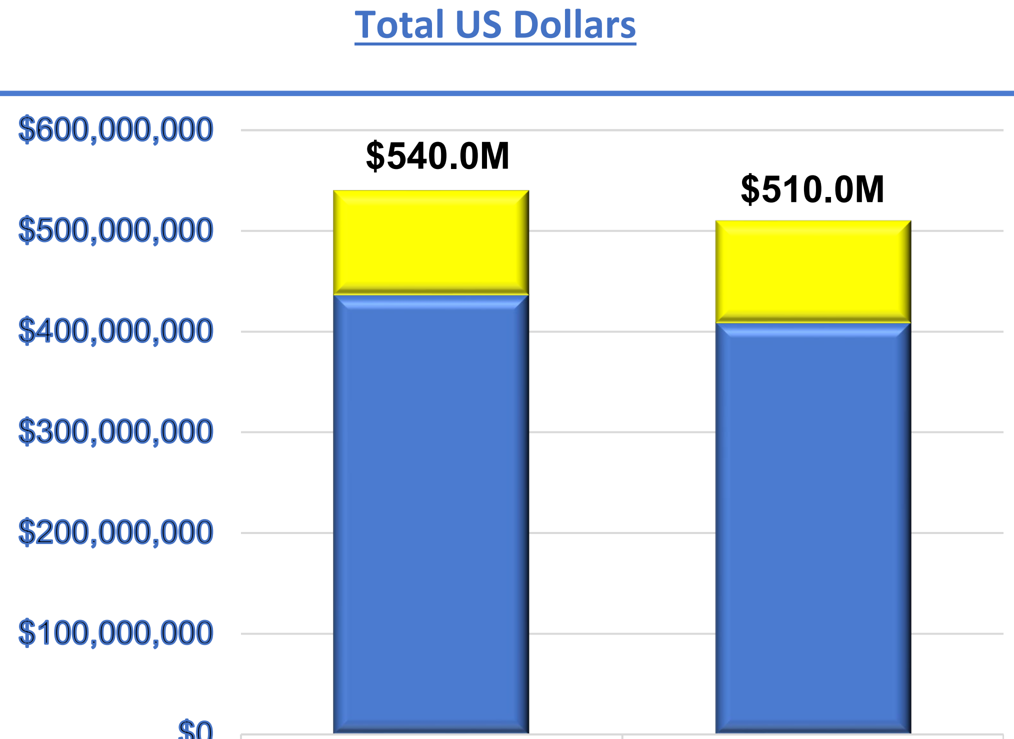
SPINS Satori – 52 weeks ending 8-10-25

SS Rice & Alternative Grains

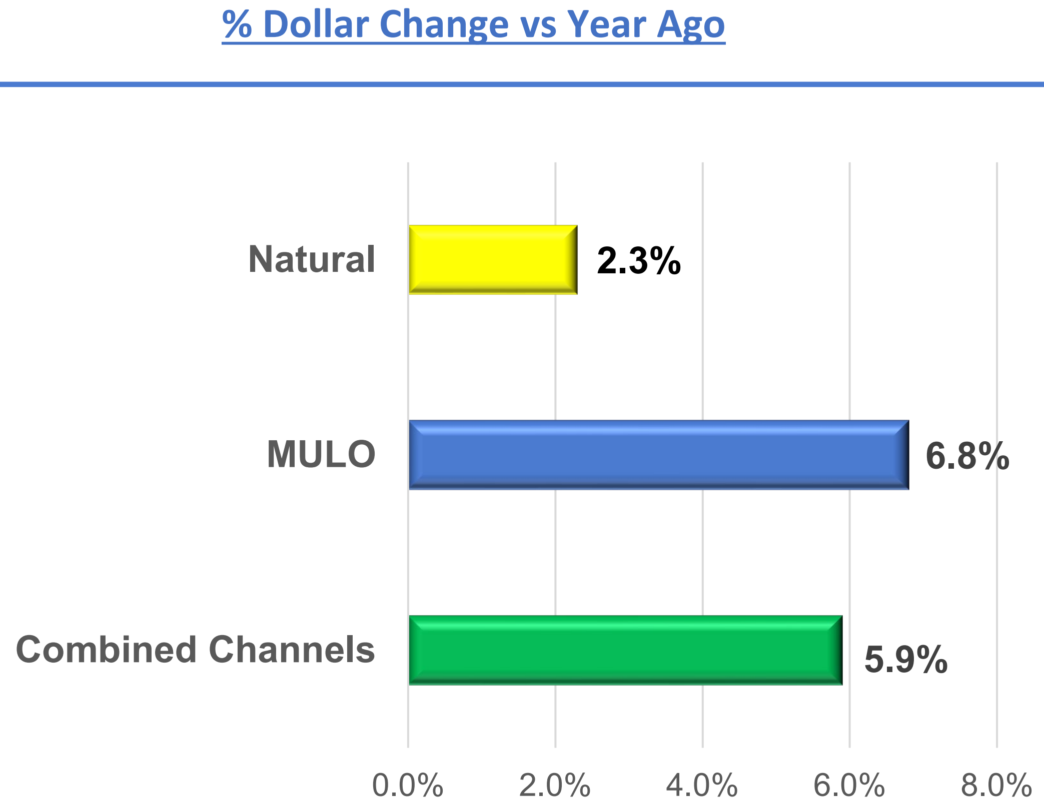
Sub-category Performance

SPINS Satori - 52 Weeks Ending August 10, 2025

Total US SS Rice & Alternative Grains Crackers Subcategory



	2025	2024
NATURAL	$103,659,984	$101,376,459
MULO	$436,343,284	$408,699,726

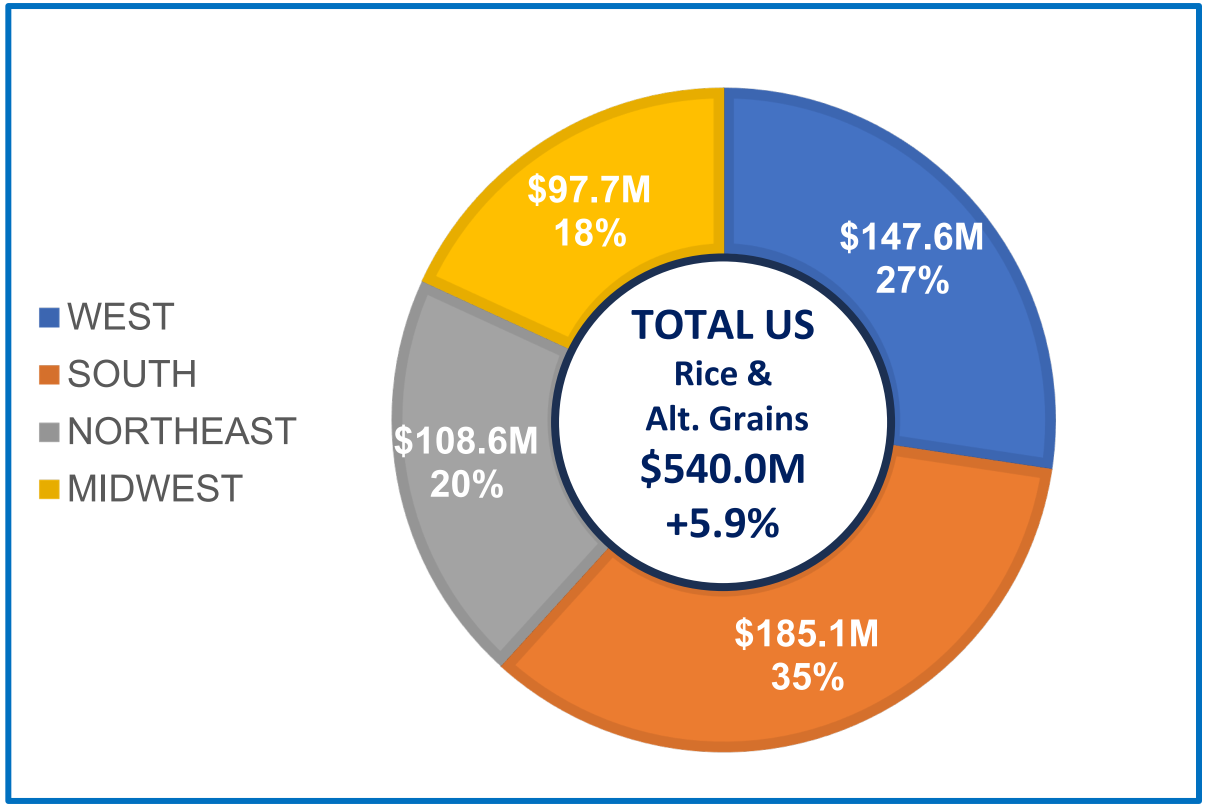


- Total US Rice & Alternative Grains Crackers is a $540.0M subcategory and is experiencing positive dollar growth to prior year on a stand-alone channel and a combined basis.
- Sales dollars are showing growth in the Natural Channel at +2.3%, with MULO at +6.8%, and combined channels are growing +5.9%.

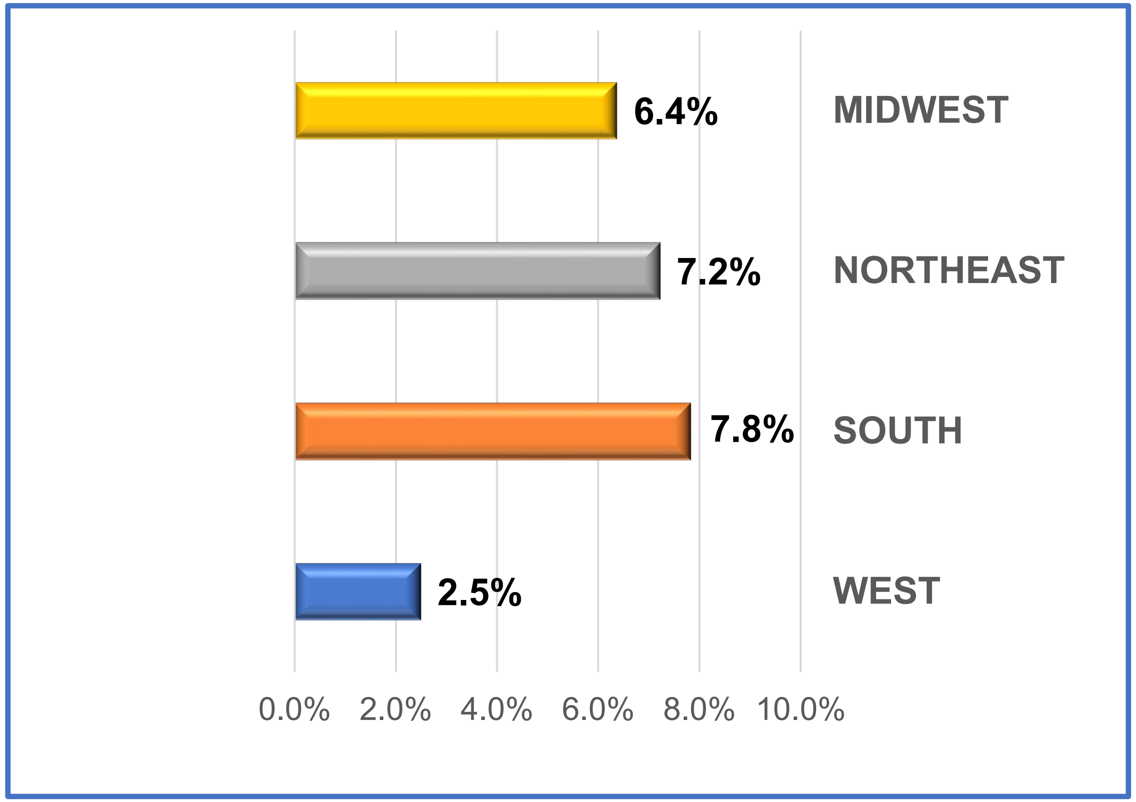
SPINS Satori – 52 weeks ending 8-10-25

Total US - SS Rice & Alternative Grains Crackers - By Region

Total Dollars and % Category Share by Region



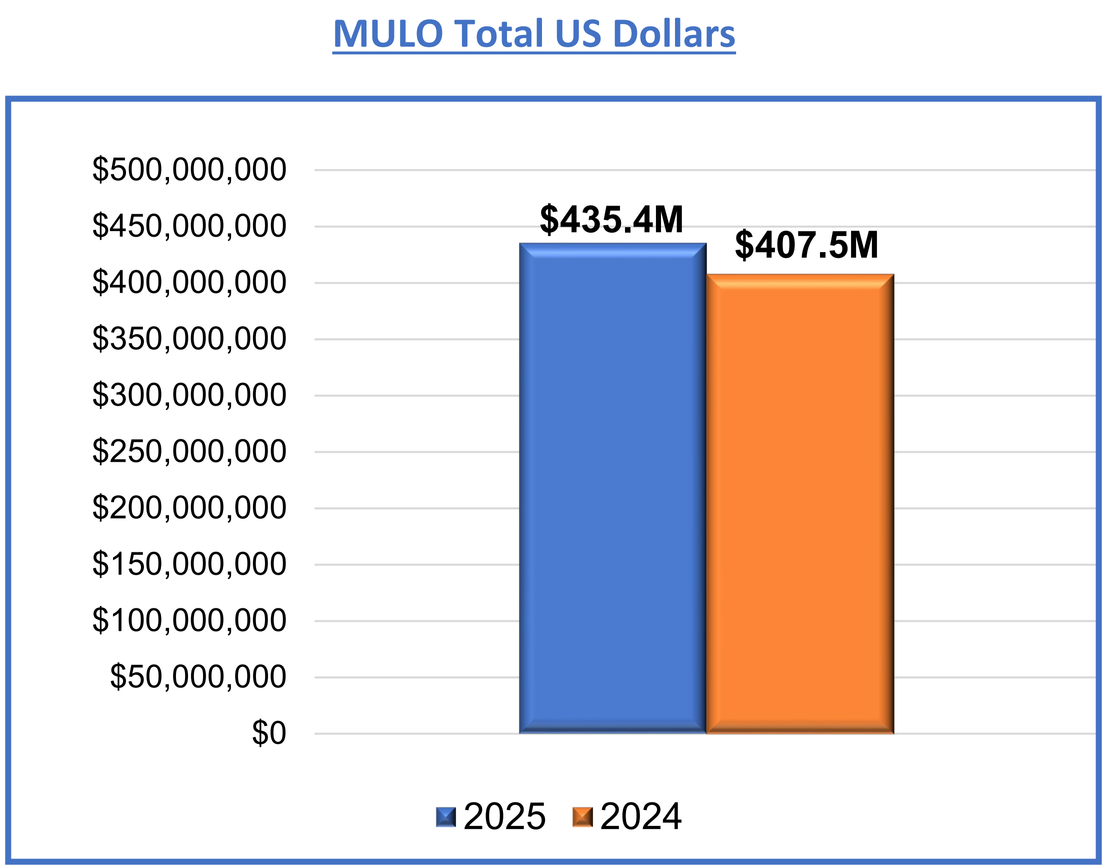
% Dollar Change vs Year Ago

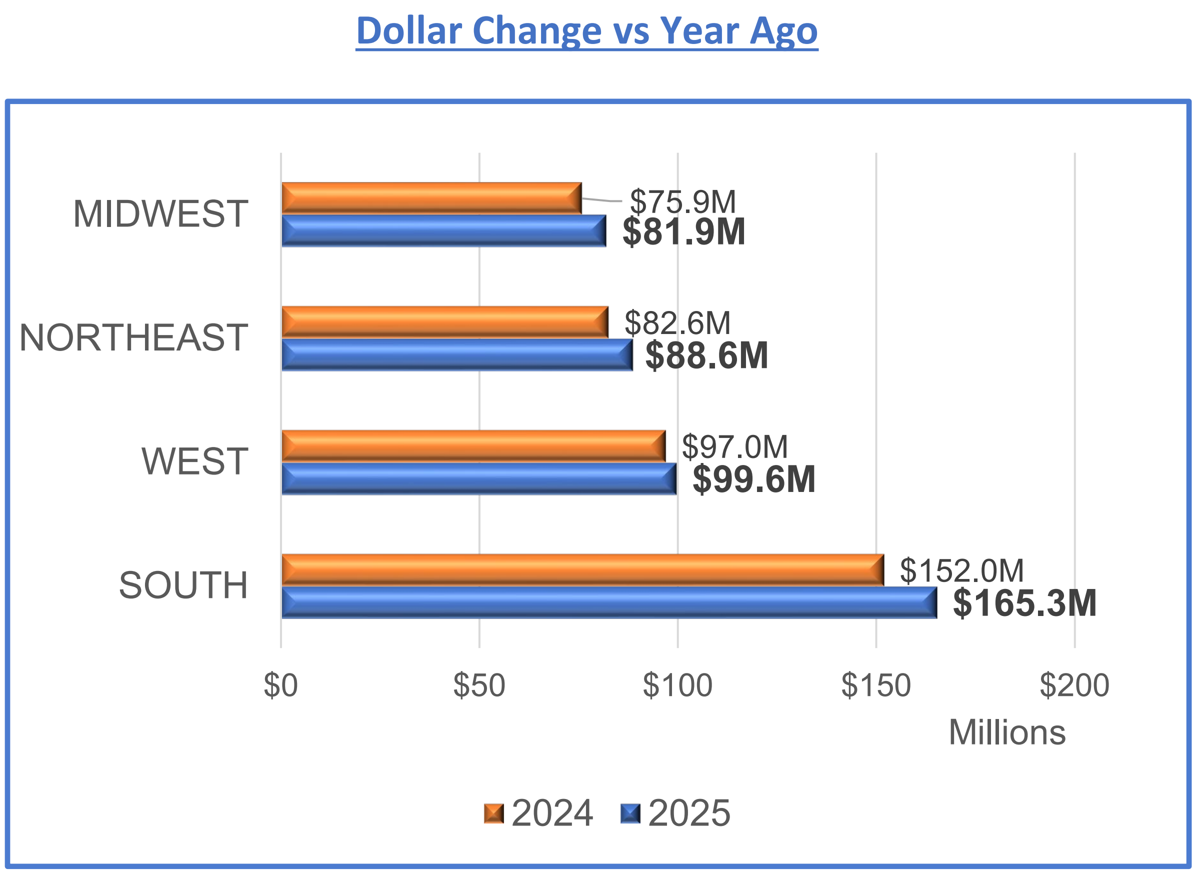


- The South is the most highly developed region for this sub-category, responsible for 35% of $ volume, with growth of +7.8%.
- The 3 remaining regions, West, Northeast and Midwest, are responsible for the remaining 65% of dollar volume, with respective growth of +2.5%, +7.2 % and +6.4%.

SPINS Satori – 52 weeks ending 8-10-25

Total US MULO: SS Rice & Alternative Grains Crackers Subcategory



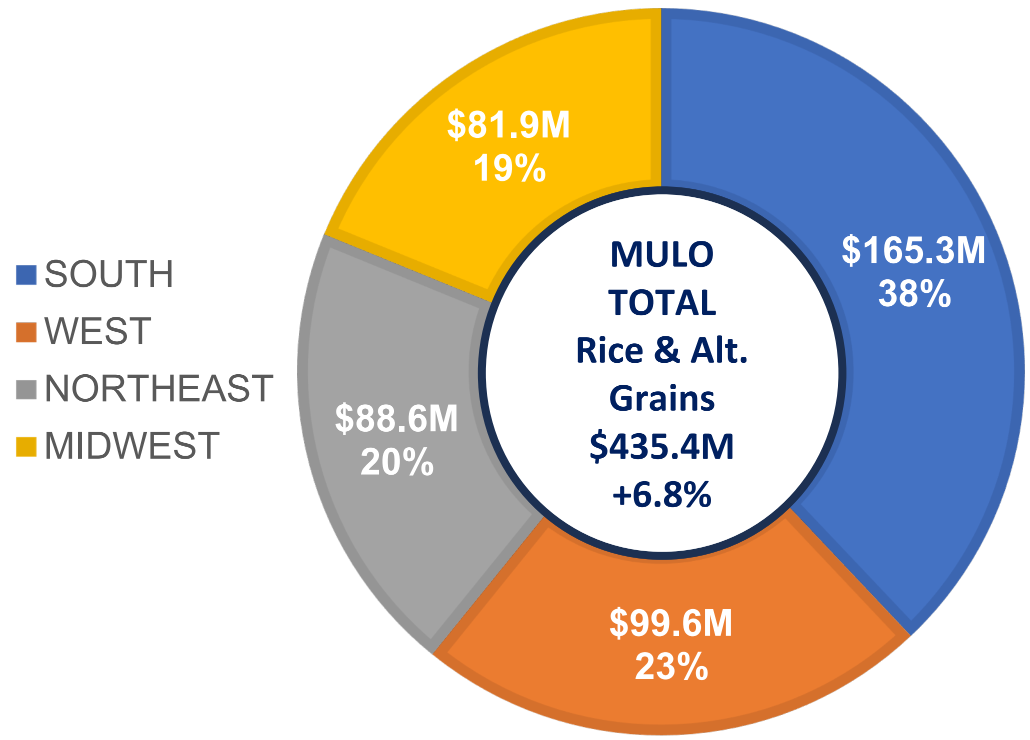


- Total US MULO $ volume of Rice & Alternative Grains Crackers is $435.4M and is growing in dollar volume to prior year by +6.8%.
- The South is the largest $ volume region, followed by West, Northeast, and Midwest, respectively.
- All 4 census regions and Total US are posting greater dollar sales to prior year.

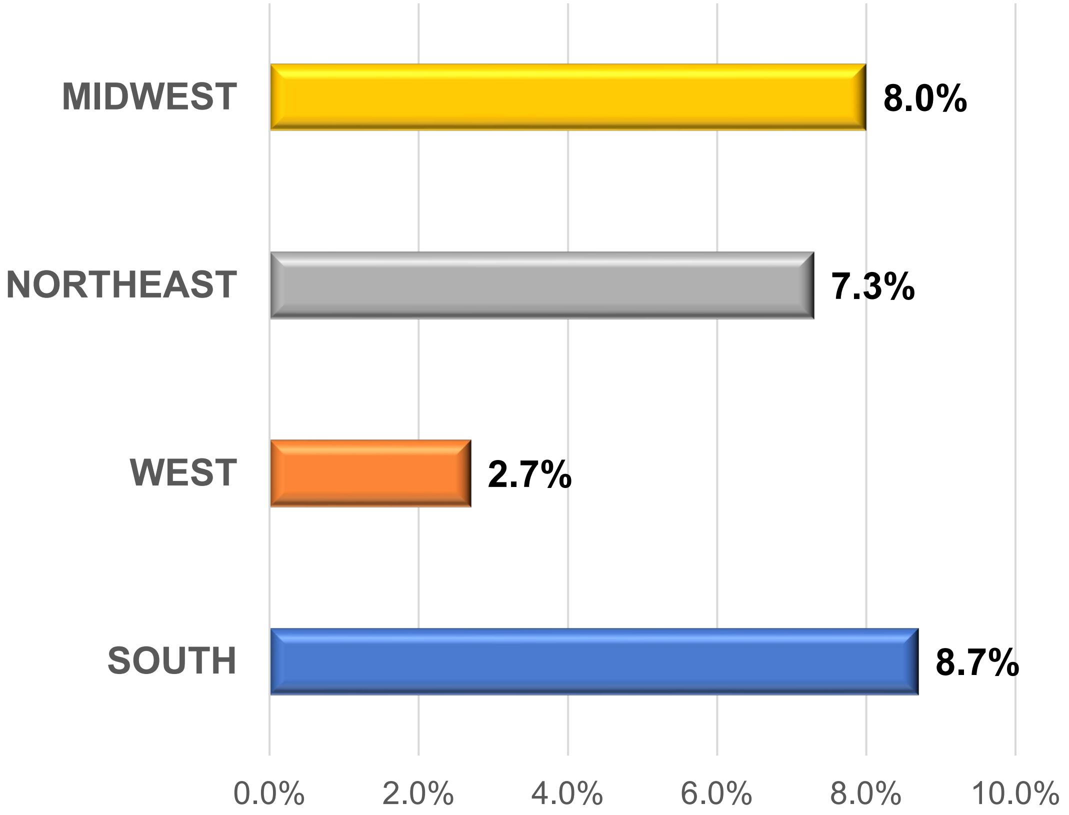
SPINS Satori – 52 weeks ending 8-10-25

MULO: Rice & Alternative Grains Crackers Subcategory

MULO Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The South is the most highly developed region for this subcategory, responsible for 38% of dollar volume growth at +8.7%.
- The 3 remaining regions, West, Northeast and Midwest, are responsible for the remaining 62%; all are showing dollar growth to prior year.

SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Rice & Alternative Grains Crackers
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRACKERS RICE & ALTERNATIVE GRAIN	**$88,597,298**	**$82,593,932**	**7.3**	**19,427,929**	**18,331,862**	**6.0**			**$4.56**	**$4.51**
SIMPLE MILLS	$19,236,780	$16,447,269	17.0	3,752,386	3,178,696	18.0	69.0	7.5	$5.13	$5.17
CRUNCHMASTER	$14,575,519	$12,362,364	17.9	2,983,681	2,518,880	18.5	77.2	3.8	$4.89	$4.91
BLUE DIAMOND NUT THINS	$11,509,775	$12,072,822	-4.7	2,962,233	3,139,454	-5.6	72.1	6.5	$3.89	$3.85
GOOD THINS	$10,003,890	$8,922,819	12.1	2,820,481	2,505,162	12.6	69.3	4.2	$3.55	$3.56
MARYS GONE CRACKERS	$7,207,016	$6,882,448	4.7	1,327,097	1,253,832	5.8	58.9	4.0	$5.43	$5.49
RW GARCIA	$3,201,870	$2,493,958	28.4	596,229	445,161	33.9	26.0	3.0	$5.37	$5.60
TOP SEEDZ	$3,001,199	$2,547,789	17.8	383,136	346,361	10.6	10.8	2.5	$7.83	$7.36
KA-ME	$2,670,635	$2,768,690	-3.5	754,640	833,857	-9.5	31.4	3.1	$3.54	$3.32
MILTONS	$2,334,188	$3,234,011	-27.8	639,148	869,330	-26.5	48.5	2.5	$3.65	$3.72
SCHAR	$2,057,365	$1,934,395	6.4	365,925	354,669	3.2	47.3	1.7	$5.62	$5.45

- Rice & Alternative Grains Crackers in Northeast MULO is growing at +7.3%, in dollar volume over prior year, and is also growing in unit volume, at +6.0%.
- Simple Mills is the leading brand within this subcategory in the Northeast, with $19.2M in dollar volume, growing at 17.0%, and +18.0%, in unit volume.
- RW Garcia, a fast-emerging brand, ranked 6th in the Top Ten brands, is growing in both dollars and units at +28.4% and 33.9%.

SPINS Satori – 52 weeks ending 8-10-25

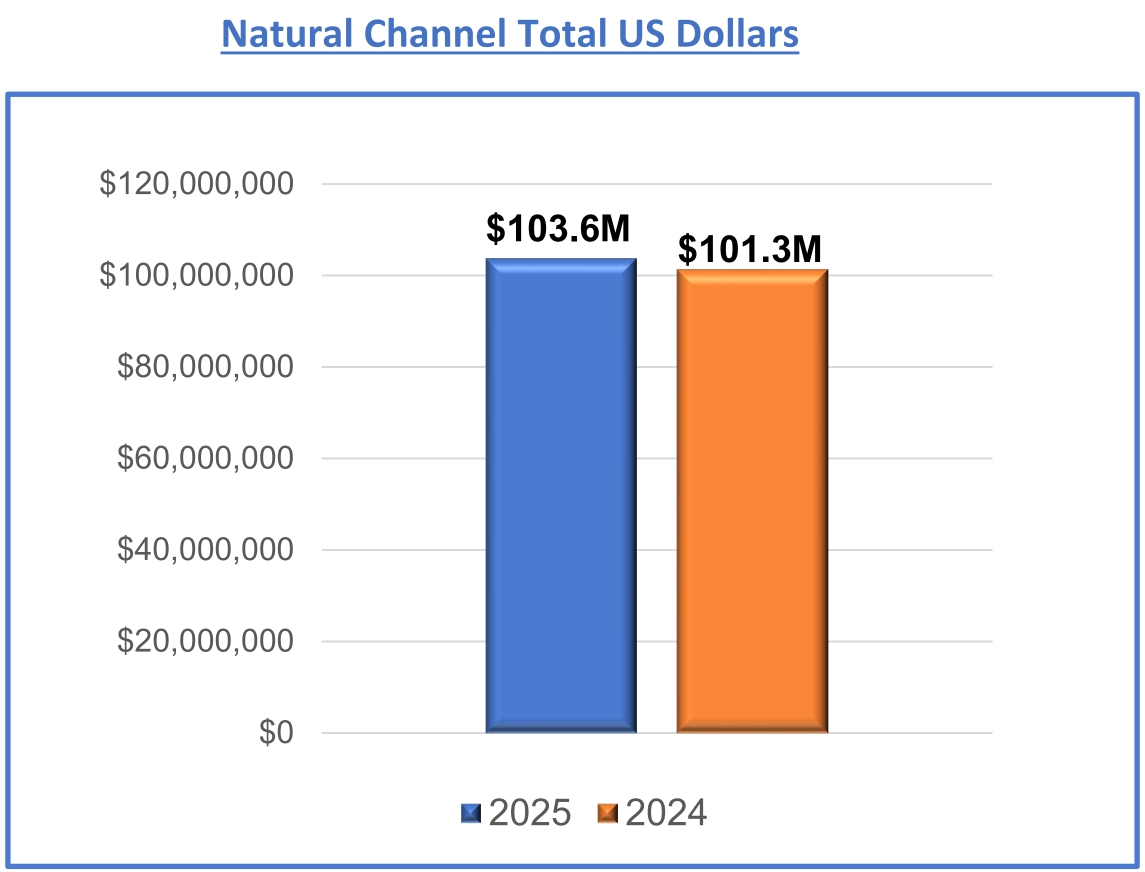
MULO: SS Rice & Alternative Crackers
Top Markets Northeast Census Region

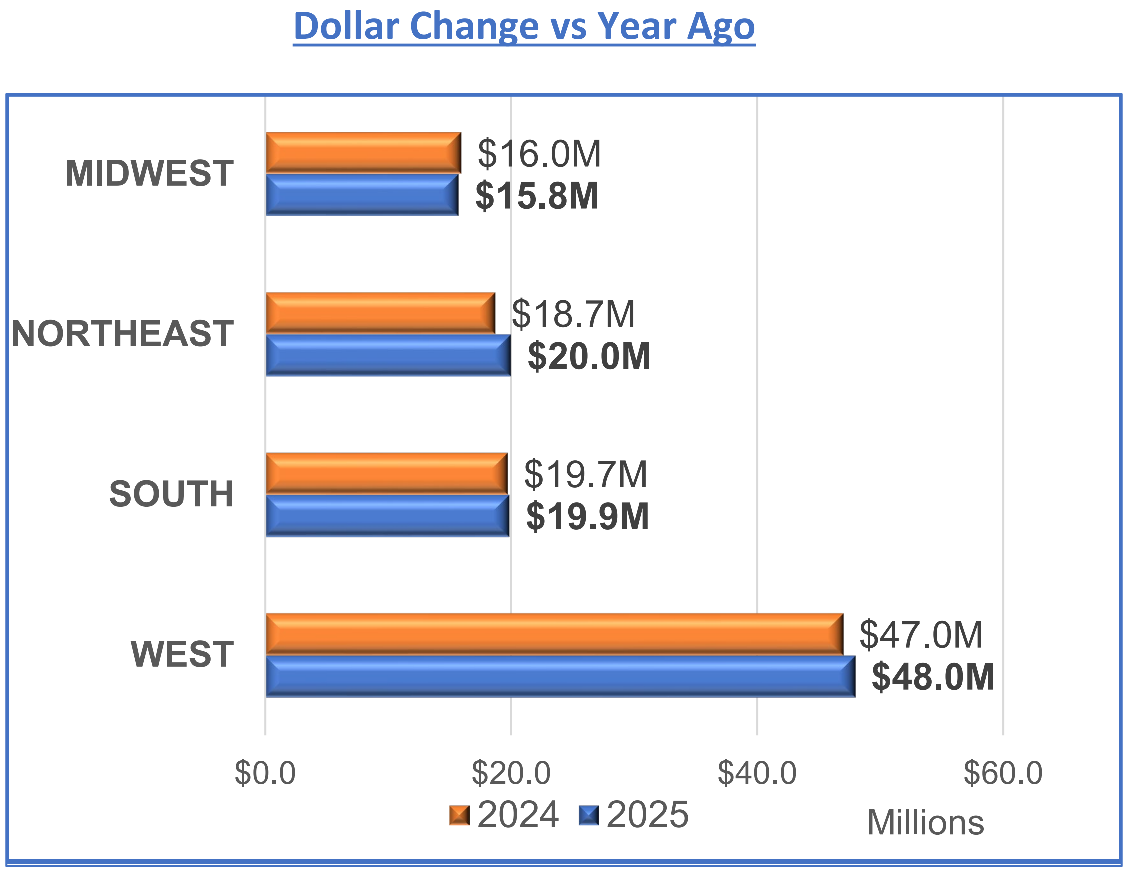
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
NEW YORK, NY - MULO	$23,716,804	$22,543,853	5.2	4,870,369	4,706,611	3.5	3,181	3,056	$4.87	$4.79
BALTIMORE, MD/WASHINGTON D.C. - MULO	$13,235,982	$12,390,590	6.8	2,832,083	2,699,932	4.9	2,867	2,769	$4.67	$4.59
NEW ENGLAND - MULO	$11,345,338	$10,808,706	5.0	2,707,009	2,618,871	3.4	3,661	3,663	$4.19	$4.13
BOSTON, MA - MULO	$11,317,875	$10,721,890	5.6	2,666,070	2,528,735	5.4	3,157	3,040	$4.25	$4.24
PHILADELPHIA, PA - MULO	$9,625,610	$8,914,992	8.0	2,069,912	1,933,414	7.1	3,112	3,002	$4.65	$4.61
HARTFORD, CT/SPRINGFIELD, MA - MULO	$5,924,193	$5,469,589	8.3	1,303,590	1,214,705	7.3	3,537	3,353	$4.54	$4.50
HARRISBURG/SCRANTON, PA - MULO	$5,761,552	$5,167,382	11.5	1,265,319	1,136,302	11.4	2,755	2,700	$4.55	$4.55
BUFFALO/ROCHESTER, NY - MULO	$5,177,945	$4,815,733	7.5	1,043,721	976,571	6.9	3,693	3,418	$4.96	$4.93
RICHMOND/NORFOLK, VA - MULO	$4,967,716	$4,603,205	7.9	1,150,873	1,064,443	8.1	2,498	2,506	$4.32	$4.32
ROANOKE, VA - MULO	$2,880,265	$2,624,613	9.7	654,414	595,124	10.0	2,169	2,156	$4.40	$4.41
PITTSBURGH, PA - MULO	$2,778,664	$2,485,484	11.8	563,384	515,667	9.3	1,996	2,004	$4.93	$4.82
ALBANY, NY - MULO	$2,281,362	$2,113,674	7.9	518,558	490,995	5.6	3,530	3,436	$4.40	$4.30
SYRACUSE, NY - MULO	$1,852,374	$1,690,959	9.5	403,692	372,085	8.5	3,220	3,007	$4.59	$4.54
PROVIDENCE, RI - MULO	$1,719,424	$1,606,181	7.1	404,570	374,196	8.1	2,892	2,665	$4.25	$4.29

- New York is the largest market for Rice & Alternative Crackers, posting positive dollar sales growth of +5.2%, with an increase in unit growth of +3.5%.
- New England, the 3rd largest market, is responsible for $11.3M is sales, and is showing dollar growth of +5.0% and a unit increase of +3.4%.
- Pittsburgh, the 11th largest market, is showing the greatest dollar increase of all markets in the Northeast.

SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Rice & Alternative Grains Crackers - Subcategory



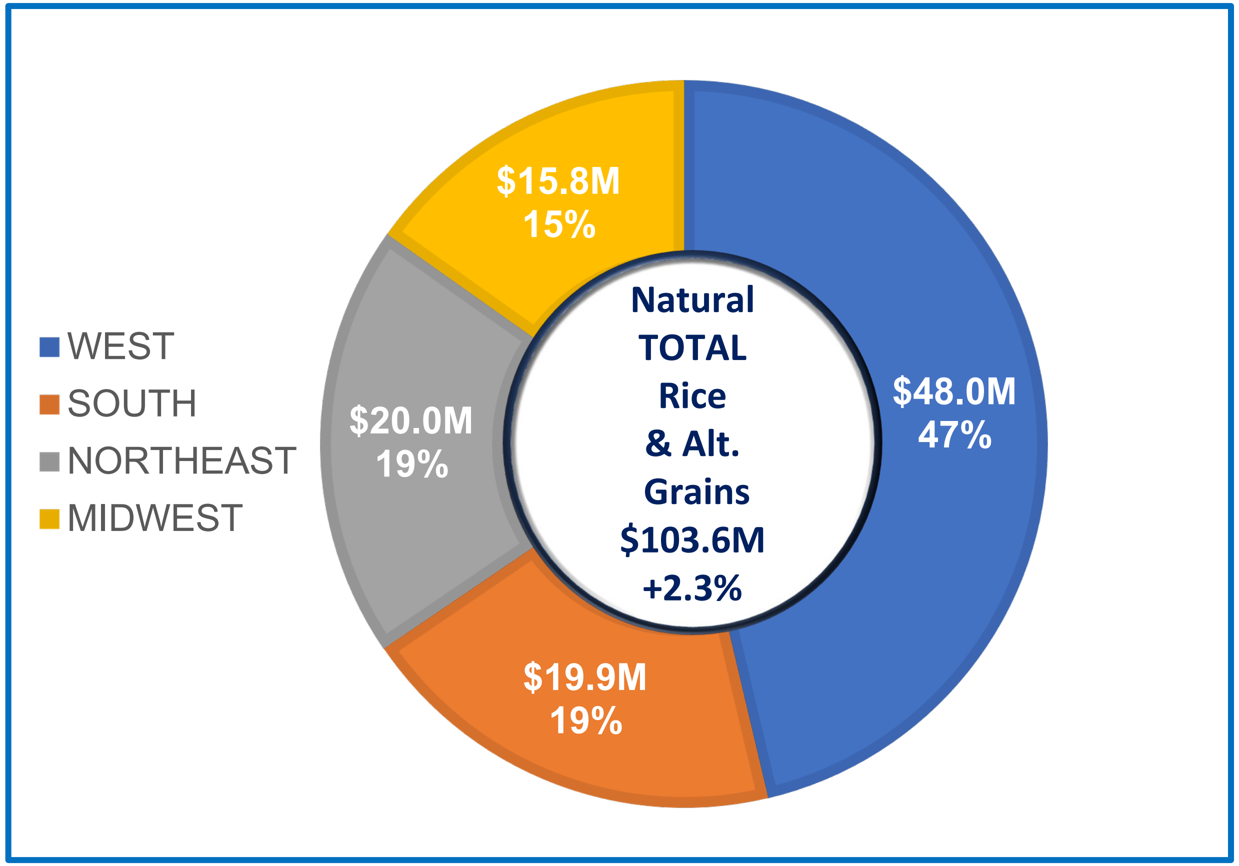


- Total Natural Channel $ volume for the SS Pizza Sauce subcategory is $9.9M and is growing +2.5% over prior year.
- The West is the largest $ volume region, followed by the Midwest, Northeast, and South, respectively.
- All 4 census regions are posting dollar sales that are greater than prior year.

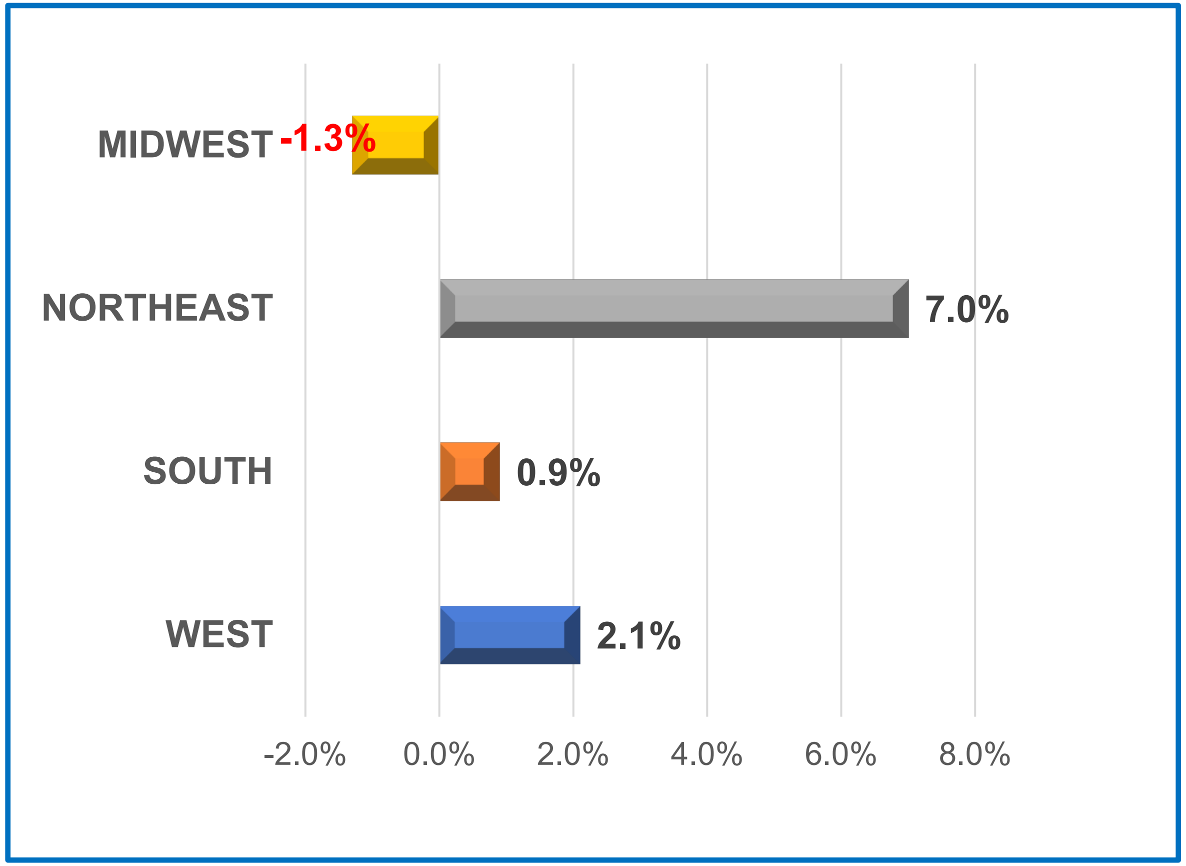
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: SS Rice & Alternative Grains - By Region

Natural Channel Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The West, the most highly developed region for this subcategory, responsible for 47% of $ volume, is experiencing 2.1% growth over prior year.
- The Northeast region, the 2nd largest market, is showing the highest increase in dollars of the 4 regions at +7.0%.
- In the 2 remaining regions, the South is growing, to prior year dollars, at +0.9%, while the Midwest is experiencing dollar decline of -1.3%.

SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Rice & Alternative Grains Crackers
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRACKERS RICE & ALTERNATIVE GRAIN	**$20,021,875**	**$18,712,570**	**7.0**	**4,003,276**	**3,847,575**	**4.0**			**$5.00**	**$4.86**
FIREHOOK	$6,275,162	$5,558,361	12.9	862,993	757,456	13.9	89.2	6.5	$7.27	$7.34
SIMPLE MILLS	$4,834,533	$4,581,922	5.5	960,554	913,541	5.1	90.3	9.6	$5.03	$5.02
PEPPERIDGE FARM GOLDFISH	$4,095,996	$4,512,057	-9.2	884,604	976,475	-9.4	64.8	17.8	$4.63	$4.62
MARYS GONE CRACKERS	$3,065,381	$3,144,237	-2.5	579,653	591,936	-2.1	95.5	8.2	$5.29	$5.31
BACK TO NATURE	$2,858,343	$2,674,539	6.9	701,252	664,649	5.5	87.9	6.7	$4.08	$4.02
CARRS	$2,280,535	$2,448,502	-6.9	414,352	455,394	-9.0	80.1	6.0	$5.50	$5.38
TRISCUIT	$2,208,155	$2,399,810	-8.0	461,431	513,149	-10.1	65.5	12.5	$4.79	$4.68
CHEEZ IT	$1,736,151	$1,902,344	-8.7	345,762	382,454	-9.6	61.5	12.2	$5.02	$4.97
RITZ	$1,633,172	$1,754,011	-6.9	339,284	369,078	-8.1	69.2	6.4	$4.81	$4.75
TOP SEEDZ	$1,590,632	$1,051,088	51.3	189,019	127,280	48.5	29.7	3.0	$8.42	$8.26

- Northeast Natural Channels, is showing +7.0% dollar growth, over prior year, and is also growing in unit sales, +4.0%.
- Firehook is the largest $ volume brand, garnering 31% of the subcategory $ sales, and is experiencing solid growth in both dollars and units at +12.9% and +13.9%, respectively.
- Top Seedz, the 10th largest brand in $ volume, is experiencing very high dollar growth in the subcategory with +51.3% in dollars and +48.5% in units.

SPINS Satori – 52 weeks ending 8-10-25

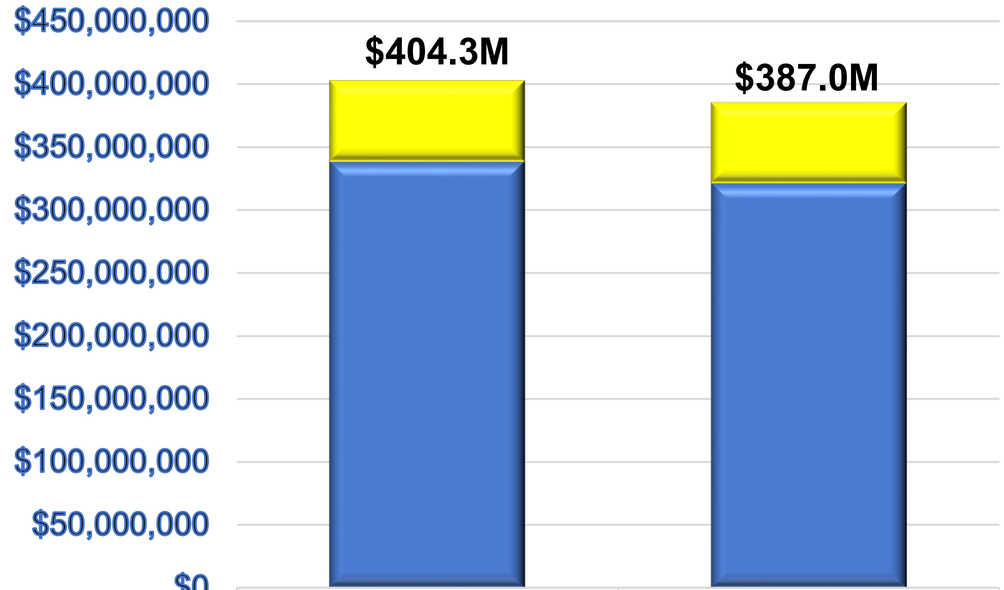
SS Crispbreads & Toasts

Sub-category Performance

SPINS Satori - 52 Weeks Ending August 10, 2025

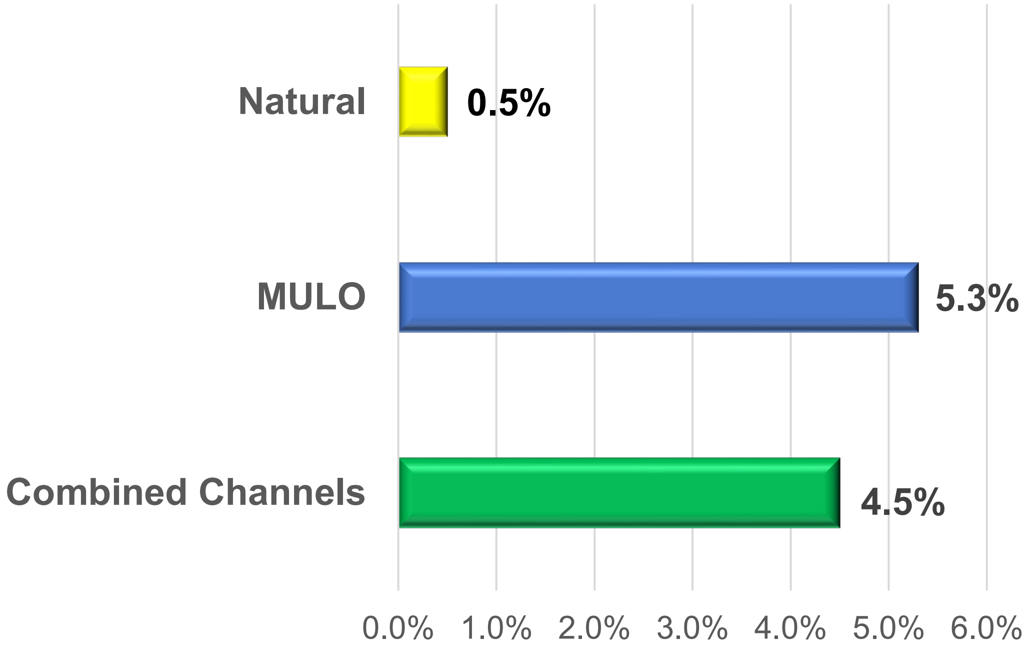
Total US - SS Crispbreads & Toasts Subcategory

Total US Dollars



	2025	2024
NATURAL	$64,025,755	$63,680,060
MULO	$338,607,155	$321,558,488

% Dollar Change vs Year Ago

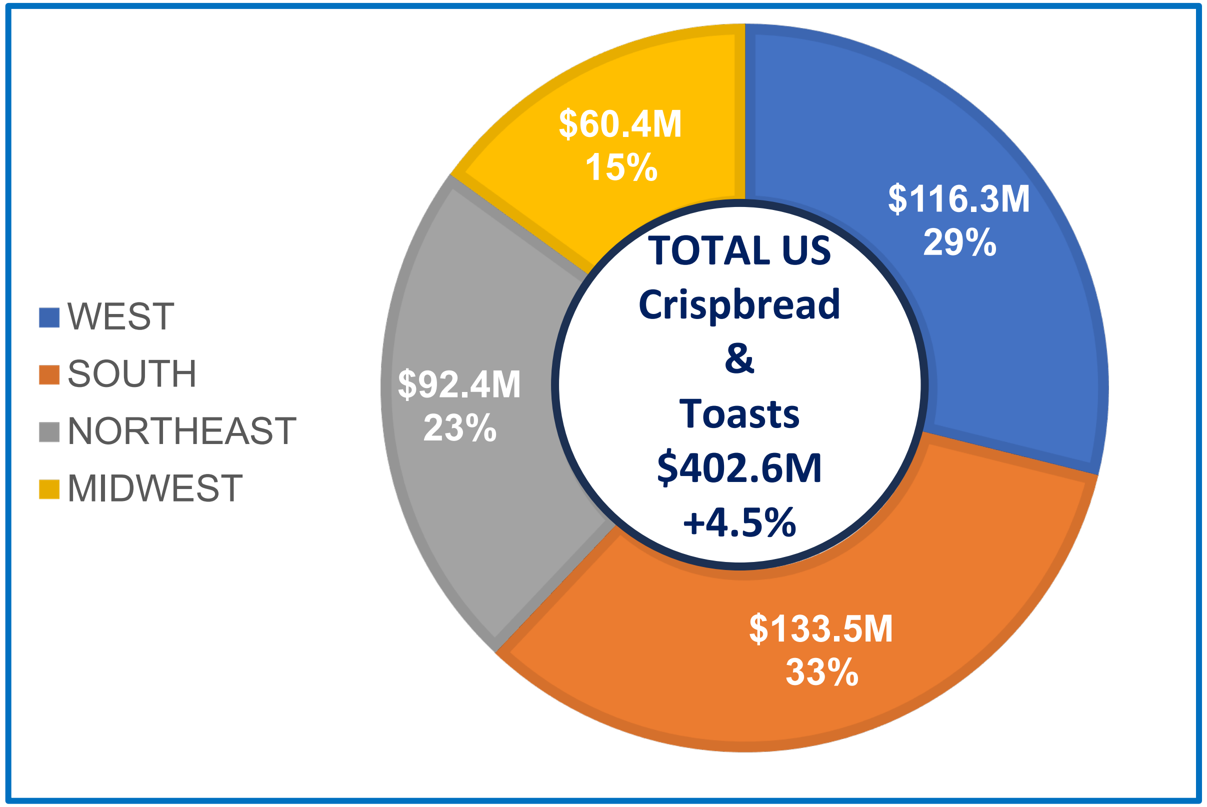


- Total US Crispbreads & Toasts is a $404.3M subcategory and is experiencing positive dollar growth, to prior year, on a stand-alone channel and combined basis.
- Sales dollars are showing growth in the Natural Channel at +0.5%, in MULO at +5.3%, and combined channels growing at +4.5%.

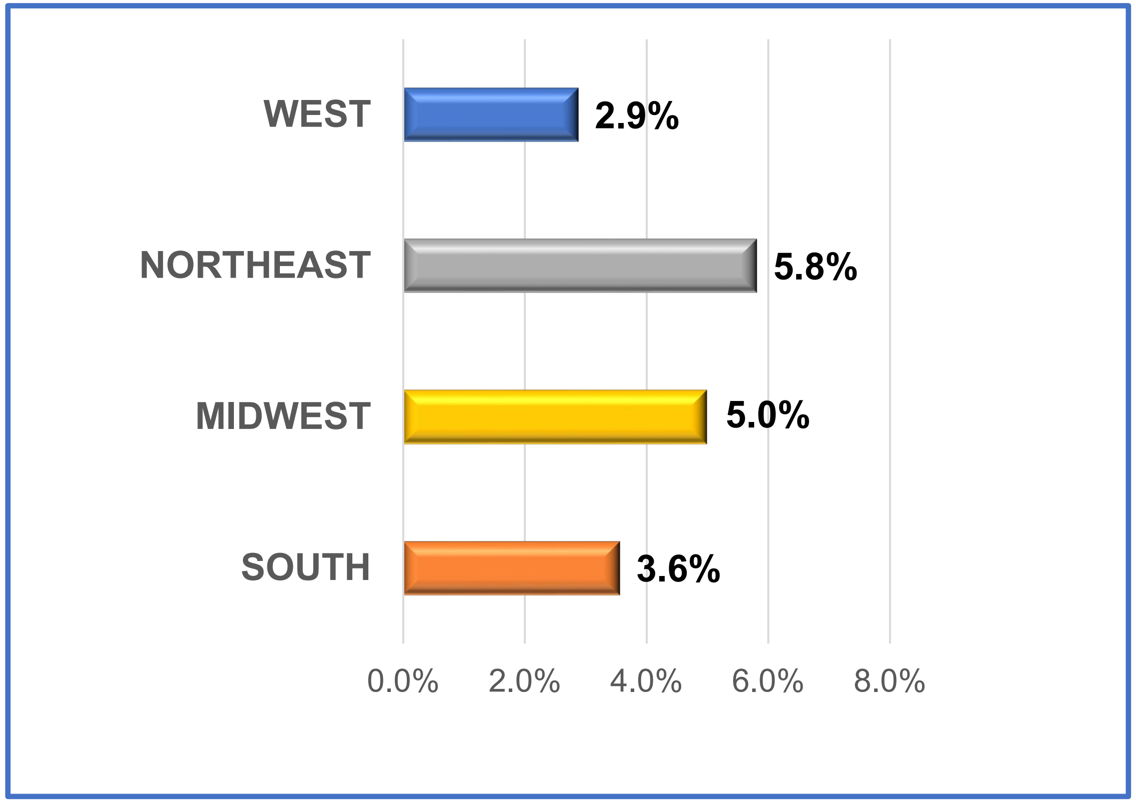
SPINS Satori – 52 weeks ending 8-10-25

Total US - SS Crispbreads & Toasts - By Region

Total Dollars and % Category Share by Region



% Dollar Change vs Year Ago

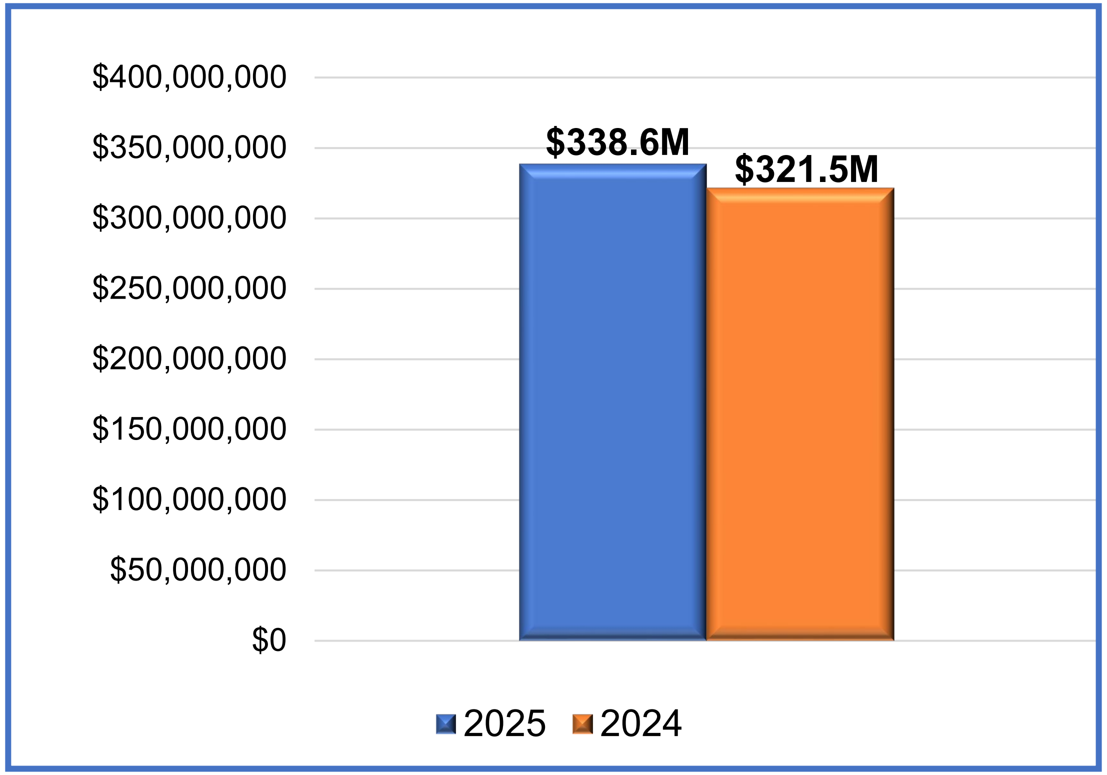


- The South is the most highly developed region for this sub-category, responsible for 33% of dollar volume ,with growth of +3.6%.
- The 3 remaining regions, West, Northeast and Midwest, are responsible for the remaining 67% of dollar volume, with respective growth of +2.9%, +5.8 % and +5.0%.

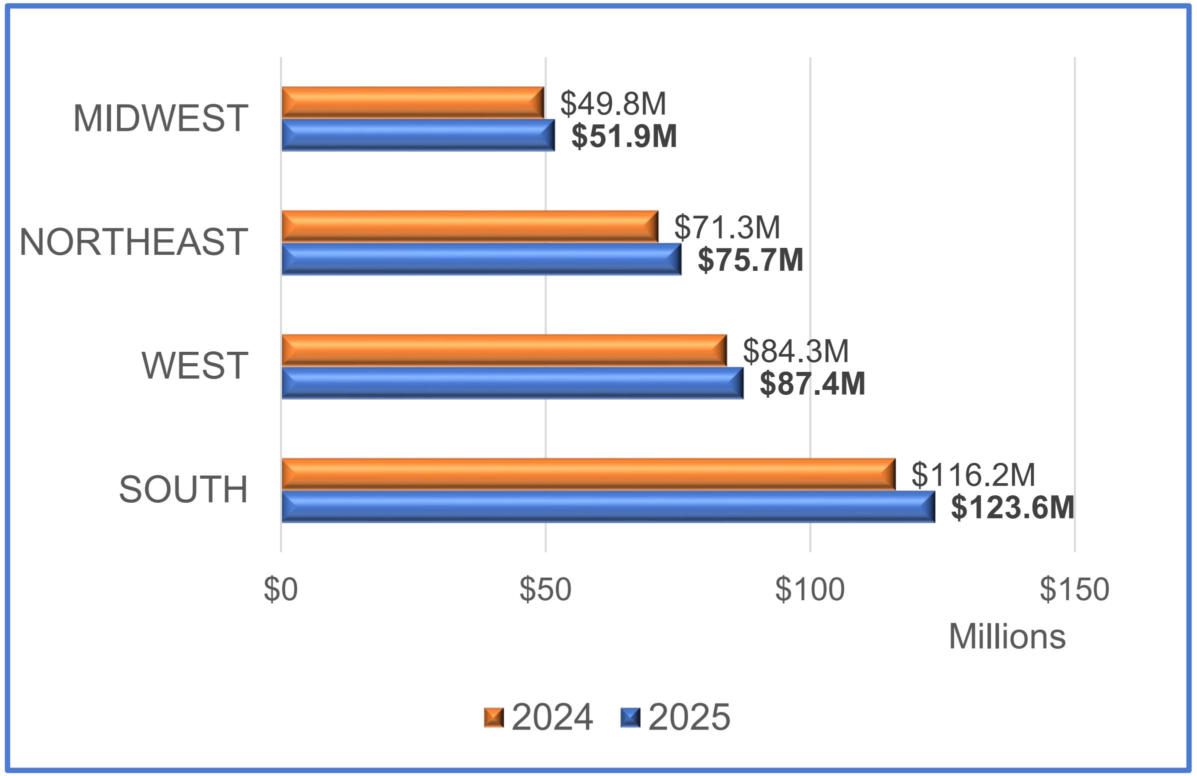
SPINS Satori – 52 weeks ending 8-10-25

Total US MULO: SS Crispbreads & Toasts Subcategory

MULO Total US Dollars



Dollar Change vs Year Ago

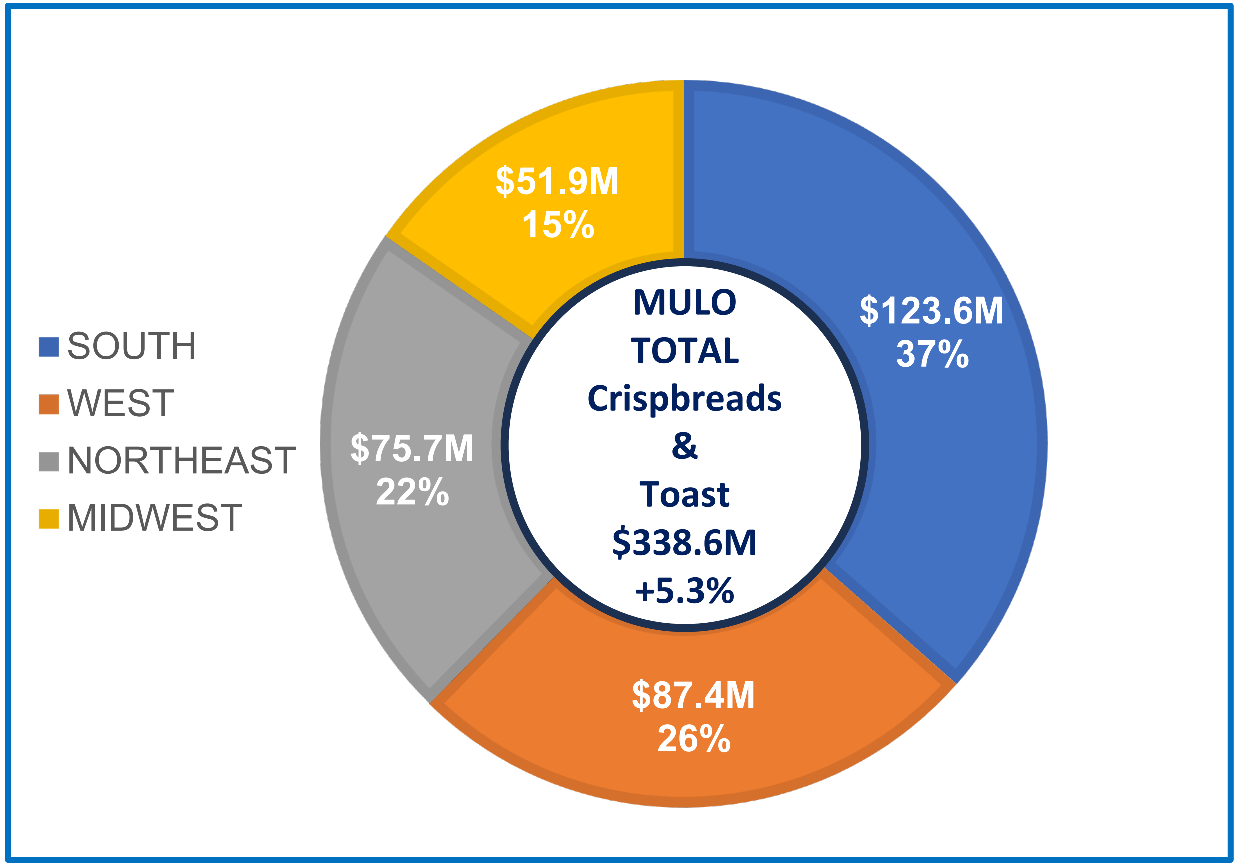


- Total US MULO $ volume for Crispbreads & Toasts is $338.6 M and is growing in dollar volume, to prior year, by +5.3%.
- The South is the largest $ volume region, followed by the West, Northeast, and Midwest, respectively.
- All 4 census regions and Total US are posting greater dollar sales to prior year.

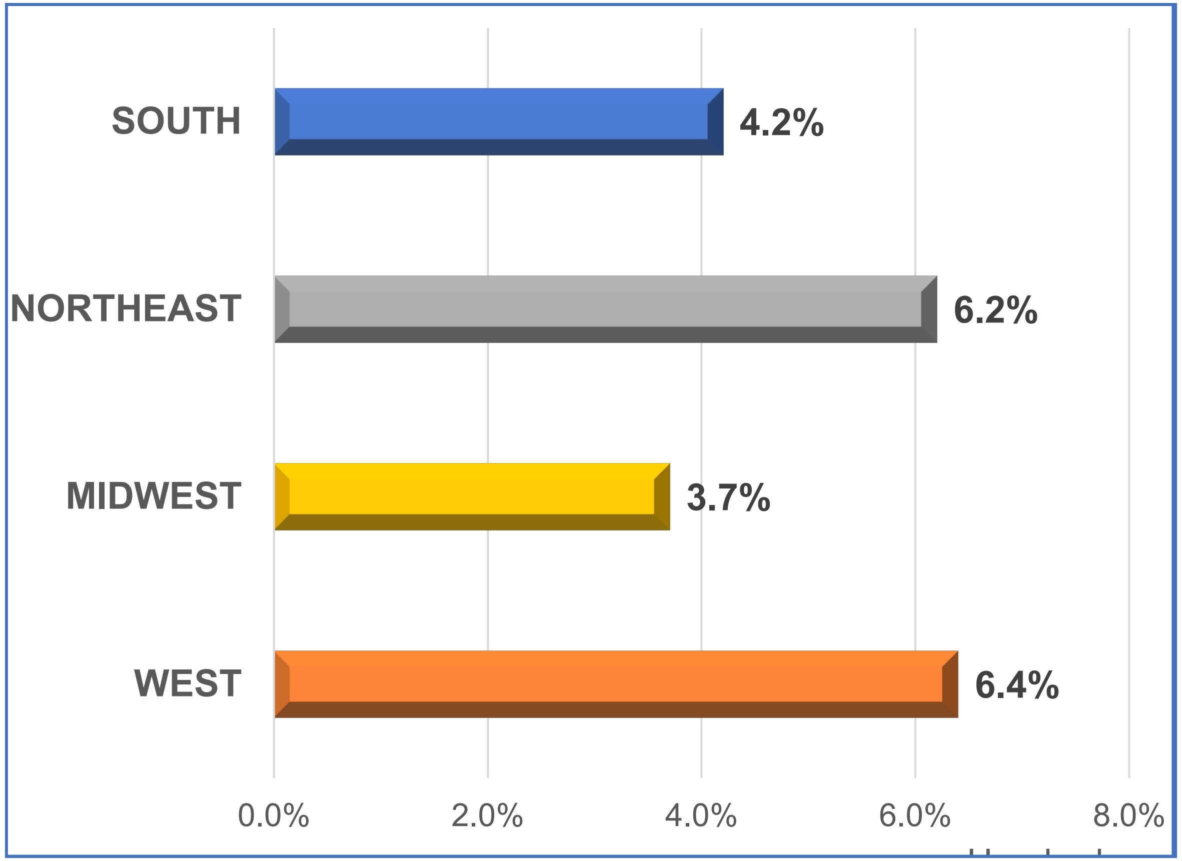
SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Crispbreads & Toasts Subcategory

MULO Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The South is the most highly developed region for this subcategory, responsible for 37% of dollar volume growth of +4.2%.
- The 3 remaining regions, West, Northeast and Midwest, are responsible for the remaining 63%; all are showing dollar growth to prior year.

SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Crispbreads & Toasts
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Number of Weeks Selling	ARP	ARP, Yago
SS CRISPBREADS & TOASTS	**$75,732,605**	**$71,327,482**	**6.2**	**17,249,762**	**16,469,506**	**4.7**			**$4.39**	**$4.33**
FIREHOOK	$18,013,215	$14,899,451	20.9	2,308,352	1,846,723	25.0	40.8	52	$7.80	$8.07
PRIVATE LABEL	$6,915,081	$5,575,634	24.0	2,468,228	1,888,202	30.7	48.4	52	$2.80	$2.95
WASA	$6,807,939	$7,165,735	-5.0	1,779,264	1,934,159	-8.0	61.0	52	$3.83	$3.70
TOASTEDS	$6,588,215	$4,416,990	49.2	1,734,987	1,119,591	55.0	63.7	52	$3.80	$3.95
ASTURI	$4,440,213	$3,471,843	27.9	1,047,000	832,818	25.7	31.3	52	$4.24	$4.17
MANISCHEWITZ	$3,316,588	$3,356,739	-1.2	824,520	825,653	-0.1	41.8	52	$4.02	$4.07
STREITS	$3,246,636	$3,319,492	-2.2	734,233	747,306	-1.7	30.9	52	$4.42	$4.44
RITZ	$3,132,542	$1,238,899	152.8	803,828	327,324	145.6	63.6	52	$3.90	$3.78
BIMBO	$2,114,264	$1,847,747	14.4	654,576	577,874	13.3	12.8	52	$3.23	$3.20
LA PANZANELLA	$2,053,707	$2,017,432	1.8	388,757	377,911	2.9	22.2	52	$5.28	$5.34

- Crispbreads & Toast in Northeast MULO is growing at +6.2%, in dollar volume over prior year, and is also growing in unit volume, at +4.7%.
- Firehook is the leading brand within this subcategory in the Northeast, with $18.0M in dollar volume, growing at +20.9%, and +25.0% in unit volume.
- Private Label, ranking 2nd in this subcategory in overall dollar volume, is registering +24.0% growth and +30.7% increase in unit volume.
- Ritz, the 8th ranked brand of the Top 10 brands, with dollar volume of $3.1M, is the brand showing the greatest increase in both dollars and units with respective increases of +152.8% and +145.6%.

SPINS Satori – 52 weeks ending 8-10-25

MULO: SS Crispbreads and Toasts
Top Markets Northeast Census Region

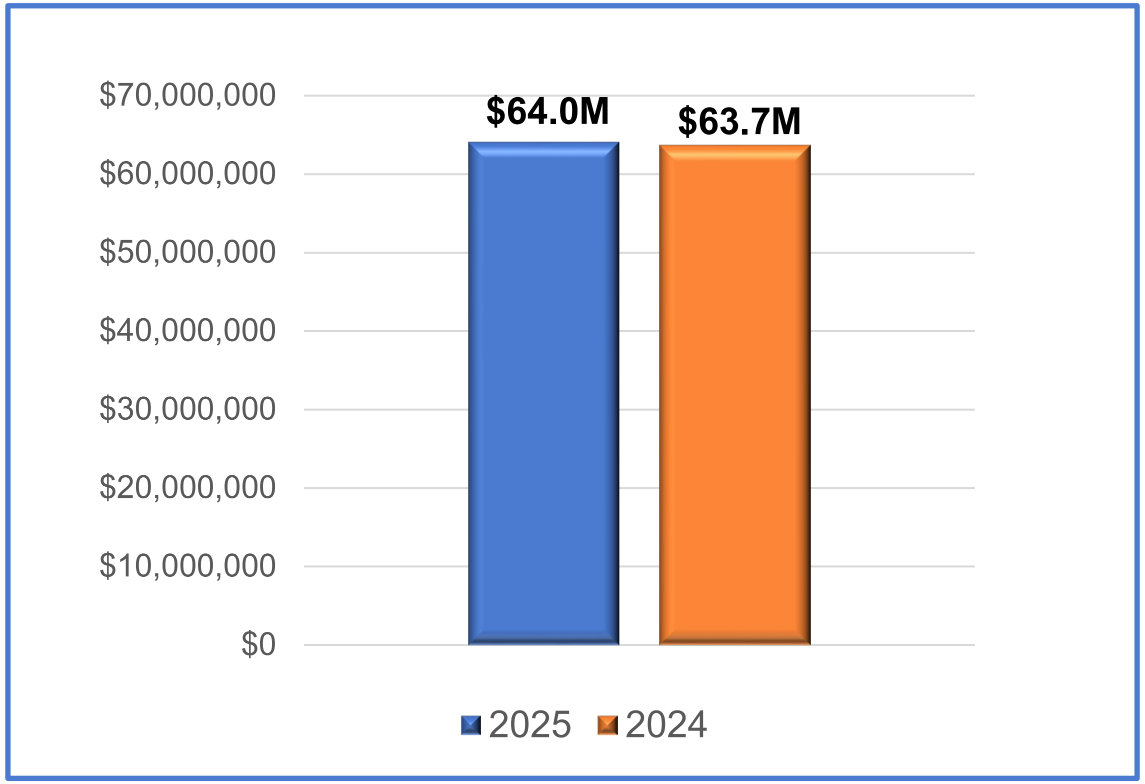
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
NEW YORK, NY - MULO	$28,764,445	$27,466,411	4.7	6,309,622	6,218,691	1.5	3,541	3,336	$4.56	$4.42
BALTIMORE, MD/WASHINGTON D.C. - MULO	$10,978,941	$10,296,170	6.6	2,254,648	2,170,084	3.9	2,013	1,973	$4.87	$4.74
BOSTON, MA - MULO	$10,907,992	$10,110,858	7.9	2,497,854	2,374,762	5.2	2,860	2,708	$4.37	$4.26
PHILADELPHIA, PA - MULO	$7,843,575	$7,540,271	4.0	1,781,682	1,710,764	4.1	2,580	2,524	$4.40	$4.41
NEW ENGLAND - MULO	$6,767,902	$6,403,457	5.7	1,471,071	1,408,694	4.4	2,239	2,303	$4.60	$4.55
HARTFORD, CT/SPRINGFIELD, MA - MULO	$5,404,836	$4,870,269	11.0	1,125,778	1,019,029	10.5	2,656	2,443	$4.80	$4.78
HARRISBURG/SCRANTON, PA - MULO	$3,487,408	$3,381,243	3.1	874,583	842,557	3.8	1,715	1,676	$3.99	$4.01
RICHMOND/NORFOLK, VA - MULO	$3,031,796	$2,781,350	9.0	665,830	610,446	9.1	1,526	1,408	$4.55	$4.56
BUFFALO/ROCHESTER, NY - MULO	$2,317,939	$2,058,207	12.6	603,043	527,435	14.3	1,851	1,832	$3.84	$3.90
PITTSBURGH, PA - MULO	$1,973,368	$1,889,466	4.4	535,791	504,446	6.2	1,305	1,228	$3.68	$3.75
PROVIDENCE, RI - MULO	$1,562,406	$1,414,968	10.4	327,720	293,109	11.8	2,255	2,027	$4.77	$4.83
ROANOKE, VA - MULO	$1,414,630	$1,367,226	3.5	372,144	350,781	6.1	945	899	$3.80	$3.90
ALBANY, NY - MULO	$1,298,695	$1,259,044	3.1	294,361	278,455	5.7	2,056	1,998	$4.41	$4.52
SYRACUSE, NY - MULO	$953,949	$852,241	11.9	252,182	221,356	13.9	1,628	1,555	$3.78	$3.85

- New York is the largest market for Crispbreads & Toasts, posting positive dollar sales growth of +4.7%, with an increase in unit growth of +1.5%.
- New England, the 5th largest market, is responsible for $6.7M is sales and is showing dollar growth of +5.7% and a unit increase of +4.4%.
- Buffalo/Rochester, the 9th largest market, is showing the greatest dollar volume increase of all markets in the Northeast.

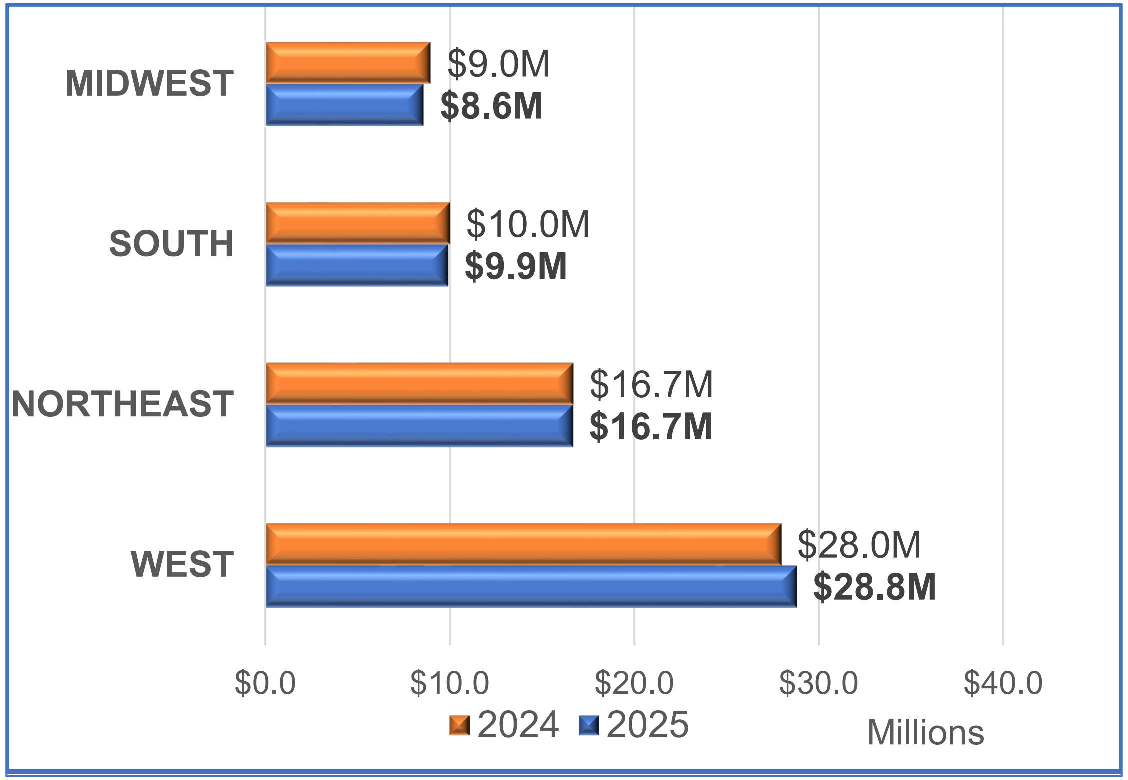
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: SS Crispbreads & Toasts- Subcategory

Natural Channel Total US Dollars



Dollar Change vs Year Ago

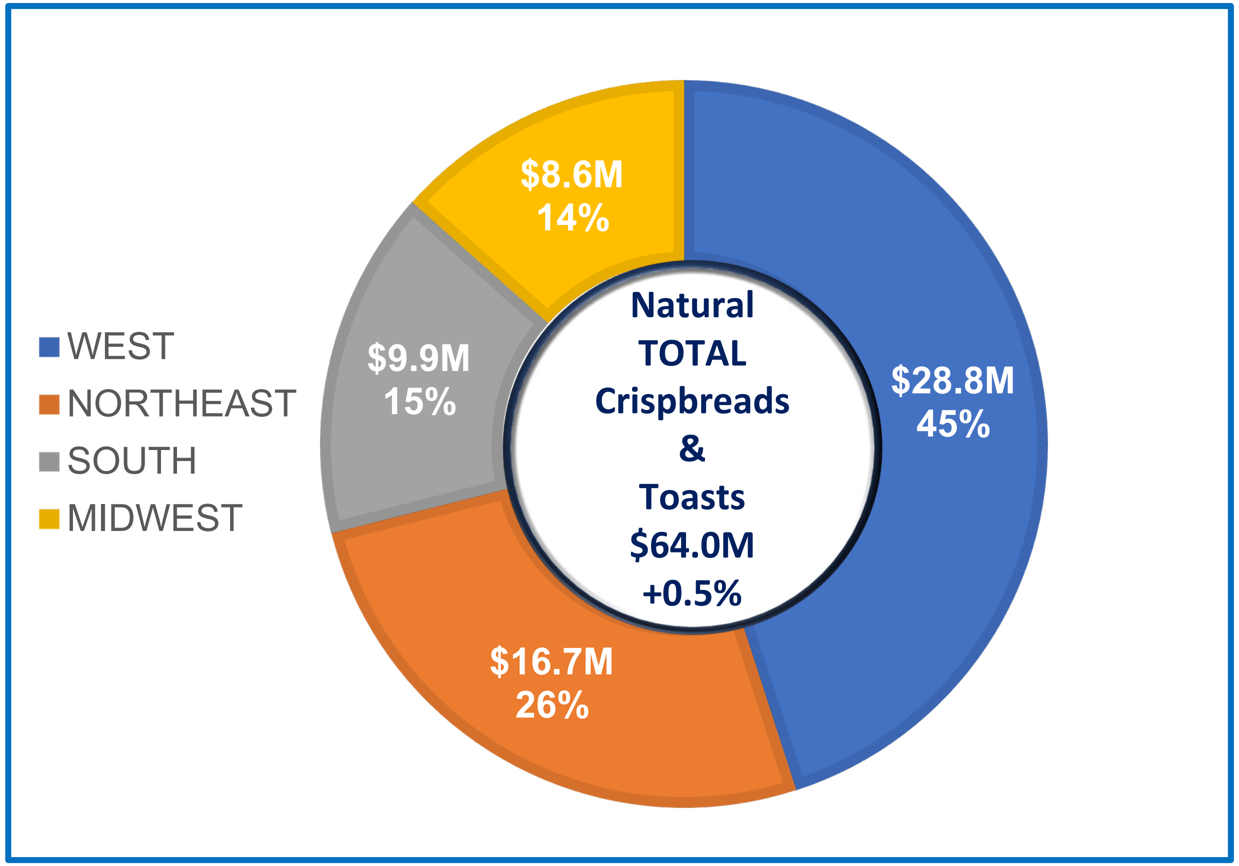


- Total Natural Channel $ volume for the Crispbreads & Toasts subcategory is $64.0M and is growing at +2.5% over prior year.
- The West is the largest $ volume region, followed by the Northeast, South, and Midwest, respectively.
- All 4 census regions are posting dollar sales greater than prior year.

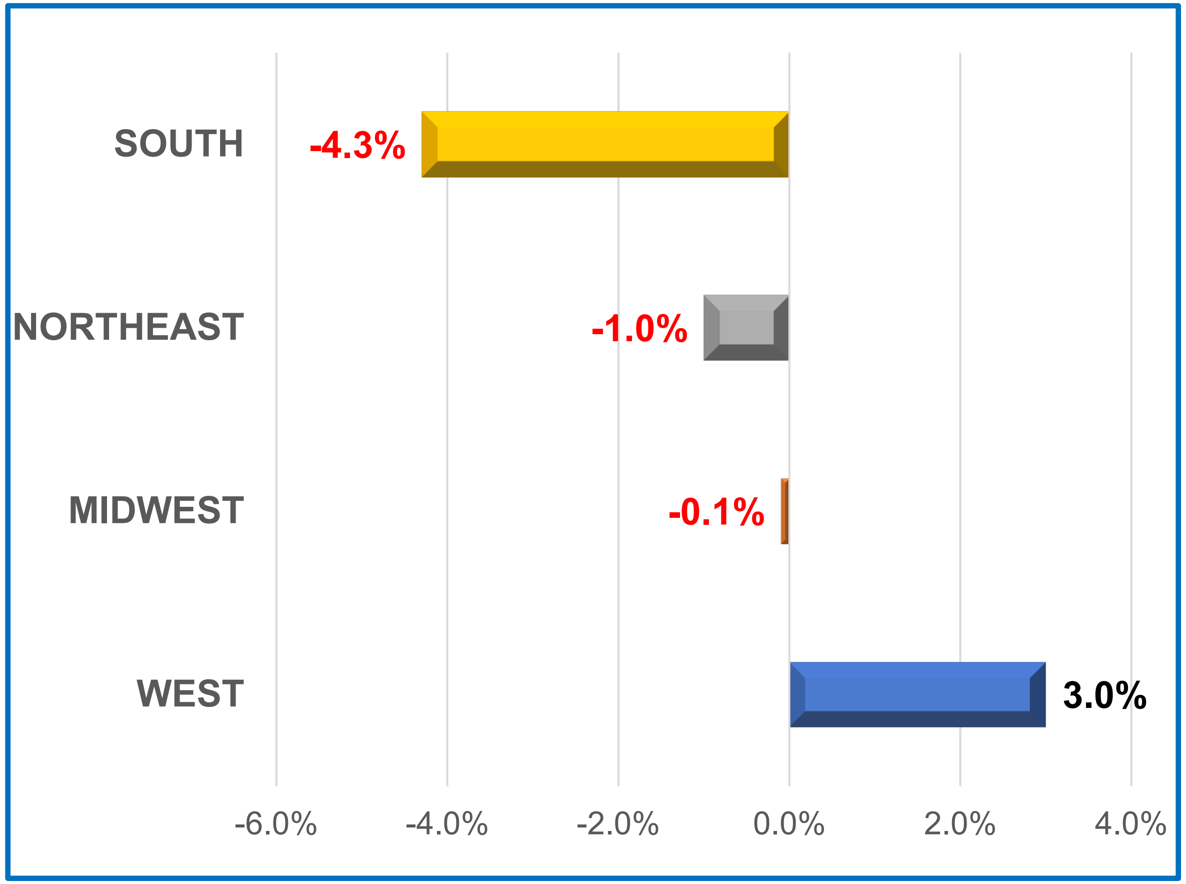
SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Crispbreads & Toasts - By Region

Natural Channel Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The West, the most highly developed region for this subcategory and responsible for 45% of $ volume, is experiencing the only growth of the 4 census regions to prior year at +3.0%.
- The Northeast region, the 2nd largest market, is showing a decline in dollars of -1.0%.
- The 2 remaining regions, South & Midwest, are both in decline in dollar volume to prior year, -4.3% and -0.1%, respectively.

SPINS Satori – 52 weeks ending 8-10-25

Natural Channel: Crispbreads & Toasts
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS CRISPBREADS & TOASTS	**$16,688,760**	**$16,707,964**	**-0.1**	**2,753,036**	**2,830,580**	**-2.7**			**$6.06**	**$5.90**
FIREHOOK	$6,275,162	$5,558,361	12.9	862,993	757,456	13.9	89.2	6.5	$7.27	$7.34
RUSTIC BAKERY	$1,173,637	$1,060,464	10.7	146,310	132,940	10.1	65.7	4.5	$8.02	$7.98
WASA	$885,758	$862,368	2.7	216,679	208,452	3.9	86.5	4.4	$4.09	$4.14
LESLEY STOWE	$854,168	$898,380	-4.9	109,327	115,885	-5.7	53.0	4.4	$7.81	$7.75
LA PANZANELLA	$760,745	$716,471	6.2	137,842	128,028	7.7	62.1	4.4	$5.52	$5.60
SIGDAL BAKERI	$646,332	$579,274	11.6	113,778	103,177	10.3	44.2	3.6	$5.68	$5.61
ASTURI	$638,123	$683,064	-6.6	156,910	166,417	-5.7	47.6	5.6	$4.07	$4.10
INES ROSALES	$433,506	$463,711	-6.5	57,847	66,020	-12.4	53.4	4.1	$7.49	$7.02
34 DEGREES	$370,148	$371,127	-0.3	63,608	64,805	-1.8	49.1	3.4	$5.82	$5.73
BACK TO NATURE	$348,989	$734,400	-52.5	85,670	185,531	-53.8	29.1	1.6	$4.07	$3.96

- Northeast Natural Channels, is showing a minor decline of -0.1% in dollars over prior year and is in decline in unit sales, -2.7%.
- Firehook, the largest $ volume brand, garners 38% of the subcategory $ sales and is experiencing solid growth in both dollars and units at +12.9% and +13.9%, respectively.
- Back to Nature, the 10th largest brand in $ volume, is experiencing very high dollar decline in the subcategory; -52.5% in dollars and -53.8% in units.

SPINS Satori – 52 weeks ending 8-10-25

SS Crackers & Crispbreads

Category & Subcategory Reports

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Prepared by

MRC CONSULTANTS, LLC
Michael R. Cote | President
michaelcote@mrcfoodconsulting.com | 207.263.5360