

PARK **KODIAK** CITY

WHY KODIAK?

**SERVE UP STACKS WITH
FLAPJACK & WAFFLE MIX 4.5 LBS**



**CONSUMERS WILL FORK UP MORE \$\$
FOR PROTEIN-PACKED BREAKFAST***

* Based on a blind consumer survey, more than half of consumers would be willing to pay an average of \$2.30 more for a high protein, whole grain pancake or waffle menu item.



FAMILY BRAND CUSTOMERS TRUST

**Long-Lasting nutrition from
protein & whole grains**

Flavor folks crave

**Doubled growth over
the past two years**

Satisfying taste and texture

KODIAK'S CORE CONSUMERS ARE HIGH EARNERS.
**Consumers' willingness to pay for Kodiak's premium product
leads to higher order values and more bang for your buck.**

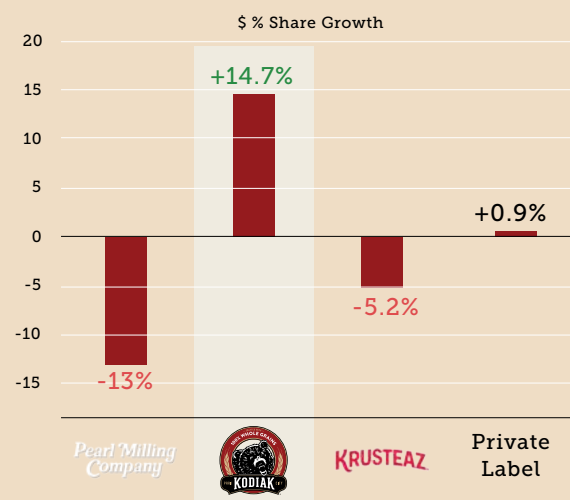
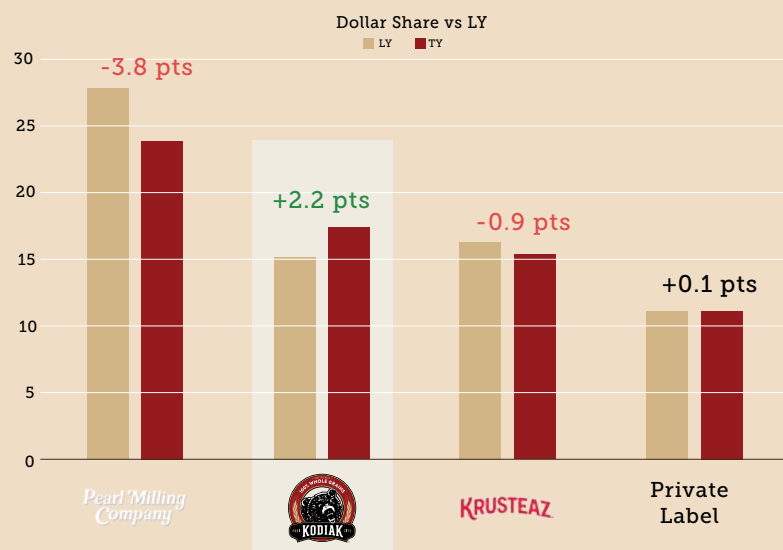
IN A RECENT TREND PREDICTION, MORE THAN 60% OF AMERICANS WANT MORE PROTEIN IN THEIR DIETS*

Kodiak Chef's Series Mix is \$0.07 more per serving than bleached white flour alternatives. (\$0.32 vs. \$0.25)
Consumers are willing to pay over \$2.00 extra per plate for added protein, helping you increase your sales margin.

* Poiniski, Megan. 2021, Survey: Consumers want healthy protein that tastes good, but aren't as concerned about sustainability, Food Dive, <https://www.fooddive.com/news/survey-consumers-want-healthy-protein-that-tastes-good-but-arent-as-conc/594088/>



KODIAK IS #2 RETAIL PANCAKE BRAND



Last 52 weeks ending on 02/20/2022

