

WHAT'S COOKING WITH

Bake'nJoy[®]

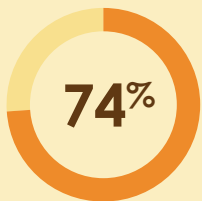
Where Good Taste Begins™



COOKIES

When it comes to desserts, **cookies are a sure bet**—they're one thing that most consumers reach for on a frequent basis.

How often do you eat cookies for dessert?



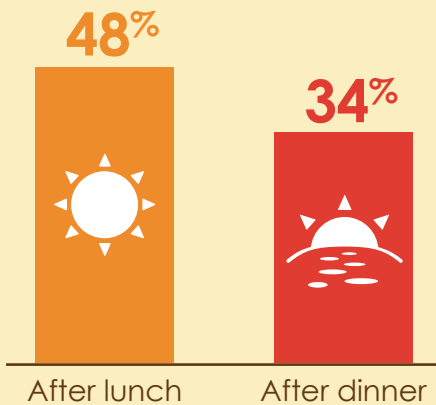
At least once a week or more



At least once a month or more

As for when people are eating cookies, the answer is: **All the time!**

When would you order a cookie from a restaurant or other foodservice concept?



Smile: People are more likely to eat dessert when they're feeling happy or to reward themselves.

Beyond dessert, people also enjoy them when they're looking for a snack.



say they **purchase cookies for snacks** at least occasionally.

TOP 10 MOST POPULAR COOKIE FLAVORS:

