

Crunchy Cranberries™

...AN INNOVATIVE

fruity

INGREDIENT FOR CEREAL

Ocean Spray® Crunchy Cranberries™ add a unique, crunchy texture and the great taste & aroma of cranberries to any cereal mix; enriching products with the benefits of fruit and providing consumers with a delicious crunchy breakfast sensation, that's all the rage worldwide.

Crunchy Cranberries™ are slowly baked using an Ocean Spray proprietary drying process which makes them stay crunchier for a longer time.

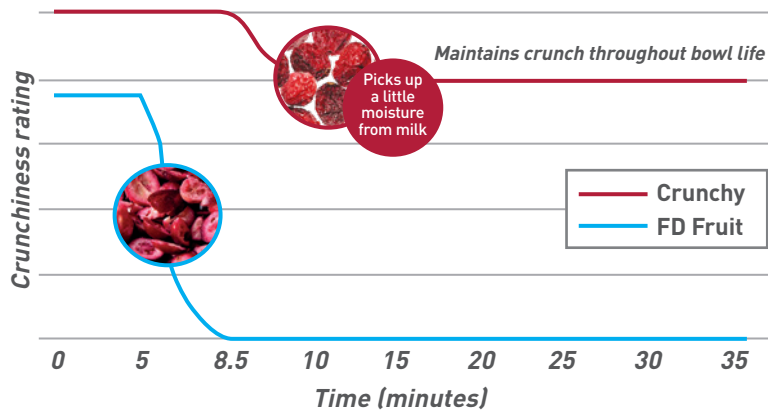
What makes Crunchy Cranberries™ a great ingredient for cereal?



Crunchy Cranberries™ are now available in a smaller piece size!



Crunchy Cranberries™ have a longer 'bowl life' compared to freeze-dried fruits



the delicious crunchy breakfast sensation!

Exceeded consumer expectations!

65%
of consumers would purchase cereal with **Crunchy Cranberries™**

Consumers agree that Crunchy Cranberries™ have the ideal berry size, ideal tartness and ideal level of crunchiness⁴



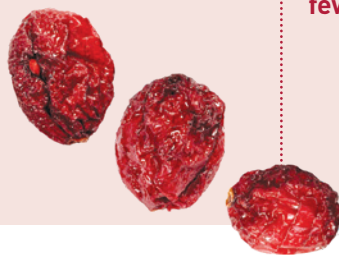
Texture

2014 - 2018: approx 250,000 new product launches with top 5 'texture' claims¹

Crunchy is among the fastest growing texture claims in global NPL between 2014 - 2018²

Cereals

Breakfast cereals with cranberry **+18%**²



Cranberry

New product development with cranberry has stayed steady within the last few years - increased

5%
year on year³

¹ Innova Market Insights 2018, top 5 texture claims, global, all categories

² Innova Market Insights 2018, global 2014 - 2018

³ Innova Market Insights 2018, global 2014 - 2018, NPL with Cranberry

⁴ U.S. Consumer Home Use Test with Crunchy Cranberries™ in Cereal

For more information, please visit:

www.crunchycranberries.com

www.crunchycranberry.eu

crunchycranberries@oceanspray.com

