SMALL FUDGY BITES WITH SERIOUSLY BIG TASTE!

A NEW WAY TO SNACK ON BROWNIES!

Bite-sized, fudgy indulgence made for everyday snacking and sharing

DRIVE IMPULSE AND INCREMENTAL SALES

A differentiated, premium snack for in-store bakery, grab-and-go and more

THE BROWNIES BEHIND BEN & JERRY'S®

The familiar Chocolate Fudge Brownie taste experience in a convenient, resealable tub

NEW

Chocolate Fudge BROWNIE MINIS

Indulgently rich, chewy and fudgy brownies in a fun, "poppable" bite size

- Made with Fairtrade cocoa and sugar
- About 45 - 50 bite size brownies per tub
- Convenient 6.3oz (180g) resealable clamshell
- No preservatives - frozen to thaw convenience
- Enjoyable during any snacking occasion - at home or on-the-go, by the entire family

The SAME fabulously fudgy brownies enjoyed in BEN & JERRY'S Chocolate Fudge Brownie ice cream (and other flavors) since 1991!

Baked at Greyston Bakery in Yonkers, NY, Brownie Minis bring nearly 40 years of brownie-baking expertise to a **fun, new snackable format —** built for repeat sales. Every delicious, craveable bite also supports our Open Hiring mission, creating employment opportunities for people who face barriers to work. **Our brownies taste awesomely good, and do good, too.**

Shelf Life
- 10 days ambient, slacked from frozen

Placement suggestions:
- In-store bakery
- Grocery or C-Store shelf
- Grab 'N Go Meal / Snacks set

MSRP
- $4.99 -$5.49

Dimensions

Each Brownie Mini is about 3/4" square X 1/3" high
- **MInis:** approx. 0.75"L X 0.75"W X 0.3"H
- **Container:** 5.8"L X 4.9"W X 2"H
- **12CT Case:** 15"L X 11.5"W X 4"H

K D.F.

INGREDIENTS
Sugar, Unbleached Flour (Wheat Flour, Malted Barley Flour), Cocoa, Corn Syrup, Soy Oil, Invert Syrup, Water, Eggs, Dried Egg Whites, Salt, Natural Flavor, Baking Soda

CONTAINS: Wheat, Egg

Nutrition Facts
Servings: about 5 per container,
Serv. size: 1/3 cup (36g),
Amount per serving:
Calories 140, Total Fat 3g (4% DV), Sat. Fat 0.5g (3% DV), *Trans* Fat 0g, **Cholest.** 5mg (2% DV), **Sodium** 105mg (5% DV), **Total Carb.** 26g (9% DV), Fiber 1g (4% DV), Total Sugars 18g (Incl. 17g Added Sugars, 34% DV), **Protein** 2g, Vit. D (0% DV), Calcium (0% DV), Iron (6% DV), Potas. (2% DV).

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SQF

FAIRTRADE

All Fairtrade cocoa & sugar may be replaced or mixed with non-certified sugar & cocoa (mass balance). Total 53.88%. info.fairtrade.net/sourcing

PEOPLE + PLANET FIRST Verified

Certified B Corporation

AWESOMELY GOOD MISSION & TASTE

SUPERIOR TASTE | SIMPLE INGREDIENTS | MISSION DRIVEN

EMAIL: foodservice@greystonbakery.com
VISIT: greystonbakeryfoodservice.com | **CALL:** 914.375.1510 #2

GREYSTON BAKERY
104 Alexander St | Yonkers, NY 10701

AWESOMELY GOOD GREYSTON BAKERY MISSION DRIVEN

CHEW ON THIS:

BROWNIE MINIS ARE AN IDEAL BAKERY SNACK TO MERCHANDISE TO YOUR CUSTOMERS....

PURCHASE INTENT

75% of respondents expressed intent to purchase Brownie Minis regularly. Key findings and purchase drivers include:

- **Convenience:** 79% liked them because they're small and easy to enjoy on-the-go or at home
- **Taste:** 72% of consumers view them as very or extremely delicious
- **Brand**: association with Ben & Jerry's is a strong purchase driver for 78% of respondents
- **Value:** 89% of respondents consider them a good value
- **Ingredients/Mission:** wholesome ingredients (70%) and social mission (60%) differentiate our brand
- **Family:** most likely to eat: whole family (33%), young kids (25%), teenagers (18%) and myself/spouse (24%)

-Greyston Bakery Quantitative Study 2026

INTEREST IN MINI DESSERTS

Four out of five consumers (82%) express at least some interest in mini desserts**,** compared with 57% who are interested in jumbo varieties. Bigger dessert is not always better!

DESSERT THROUGHOUT THE DAY

Four times the number of consumers report eating desserts at home more frequently throughout the day than a year earlier.

LITTLE INDULGENCES

Takeaway: Smaller desserts during the day can satisfy the desire for an indulgent treat without requiring a traditional after-dinner dessert occasion.

-Datassential 2025 survey

LITTLE TREAT CULTURE IS DRIVING NEW SNACKING OCCASIONS

Small, affordable dessert purchases and sweet moments of enjoyment (i.e. brownies) is a hallmark of Gen Z and Millennials.

These consumers increasingly **balance great taste with high-quality ingredients** to meet their needs.

-Food & Wine 2024 article

BROWNIE MINIS ARE AWESOMELY GOOD!

Little bites, big taste and lots of reasons to love them!

AWESOMELY GOOD TASTE

SIMPLE INGREDIENTS

MISSION DRIVEN BAKERY

SNACK ON-THE-GO OR AT HOME

SHAREABLE - PERFECT FOR THE ENTIRE FAMILY

SAME DELICIOUS BROWNIE THAT'S IN BEN & JERRY'S ICE CREAM!

IDEAL FOR MOVIE OR GAME NIGHTS!

BITE-SIZED INDULGENCE