

CHATTANOOGA BAKERY, INC.

Product Mix Overview





Chattanooga Bakery, Inc. History



1888



William A. Campbell founds Mountain City Milling Company, a regional flour producer

1902



Chattanooga Bakery, Inc. is founded as an offshoot of the mill, launching over 100 cookie and cake items under the Lookout® brand name



1917

The first of many MoonPie care packages are shipped to soldiers in WWII



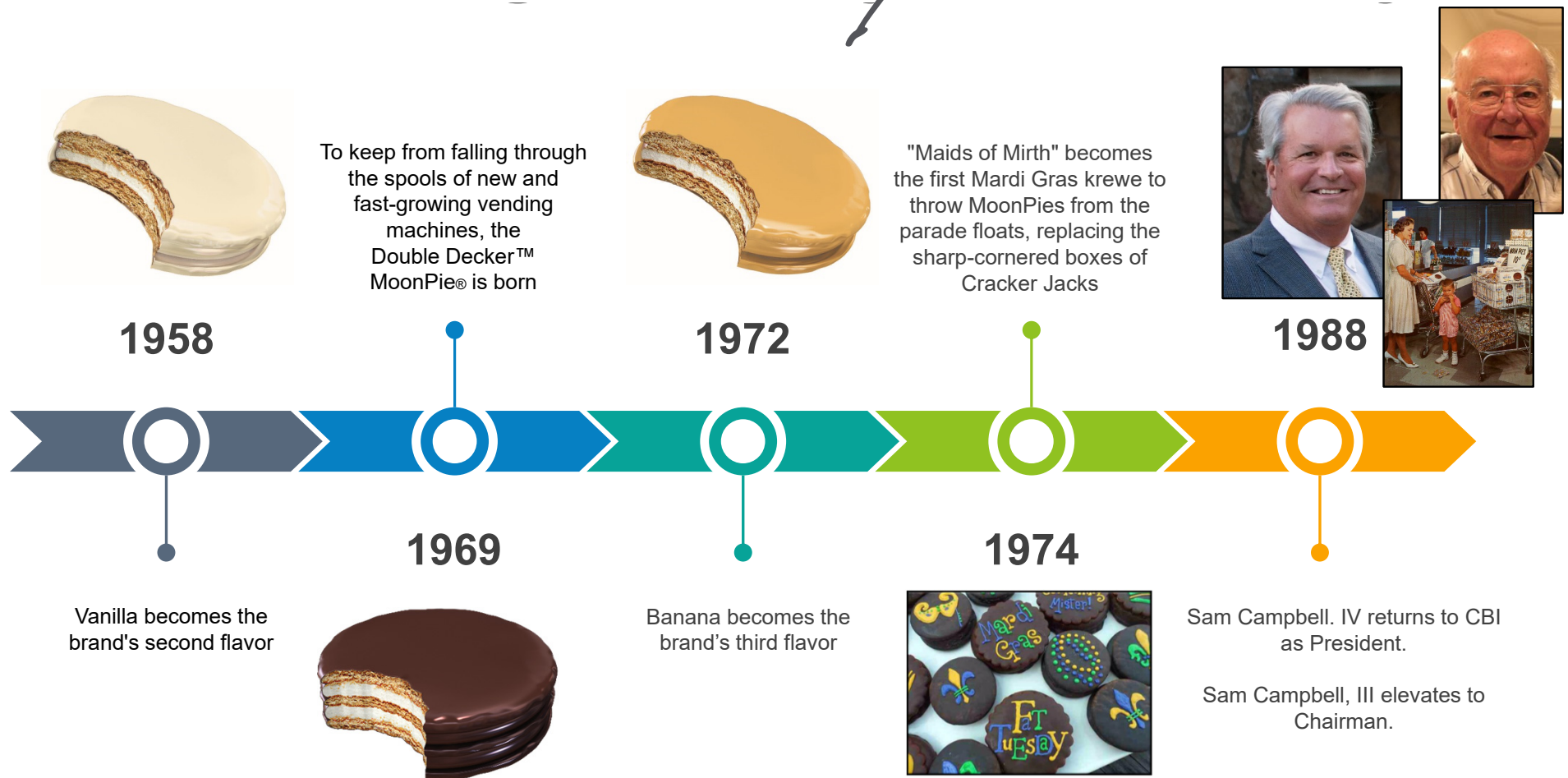
1951

1942

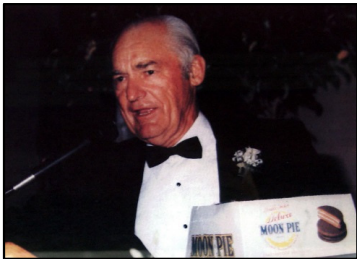


Honky Tonk country music artist Big Bill Lister records "R.C. Cola & a MoonPie," an instant hit the births the quintessential Southern duo

Chattanooga Bakery, Inc. History



Chattanooga Bakery, Inc. History



John C. Campbell II
returns to CBI
as H.R. Manager

1990



1994

www.moonpie.com
Is launched



1996

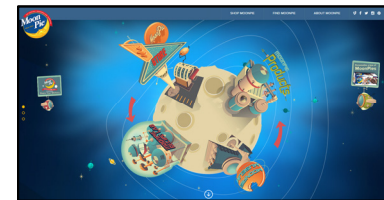


1991

Sam Walton, founder of Wal-Mart,
names MoonPie the company's
first "VPI" (volume producing
item) promotional item at a store
managers meeting



The town of Bell Buckle, TN
(pop. 543) holds the first
"RC / MoonPie" festival, now
among the South's Top 10
annual festivals



1995

Lo-Fat MoonPie
is introduced

Chattanooga Bakery, Inc. History



1998

MoonPie featured prominently in feature film "The Green Mile" starring Tom Hanks, one of many Hollywood cameos for the brand



2000

MoonPie achieves its first "Million Pies a Day" mark in production

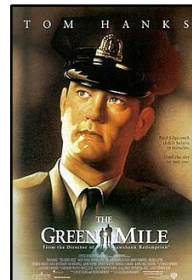


2000



Responding to mom feedback that MoonPie was "too much" for her kids, the Mini MoonPie® is born

1999



MoonPie partners with NASCAR®, becoming the Official Snack Cake of NASCAR as NASCAR turns 50

2000



Simon & Schuster debuts their award-winning children's hardback book, "Jimmy Zangwow's Out-of-this-World MoonPie Adventure" by Tony DiTerlizzi

Chattanooga Bakery, Inc. History



2001

MoonPie appears on
The Oprah Winfrey Show™
in an episode entitled
"What Makes America, America"



2008

Augusta National Golf
Club invites MoonPie to
be the first snack brand
to carry its Masters®
logo in concession
stands on the grounds



2009



FullMoons™, the brand's first
dual-filled item, is introduced
in a Vanilla-Raspberry variety



2003

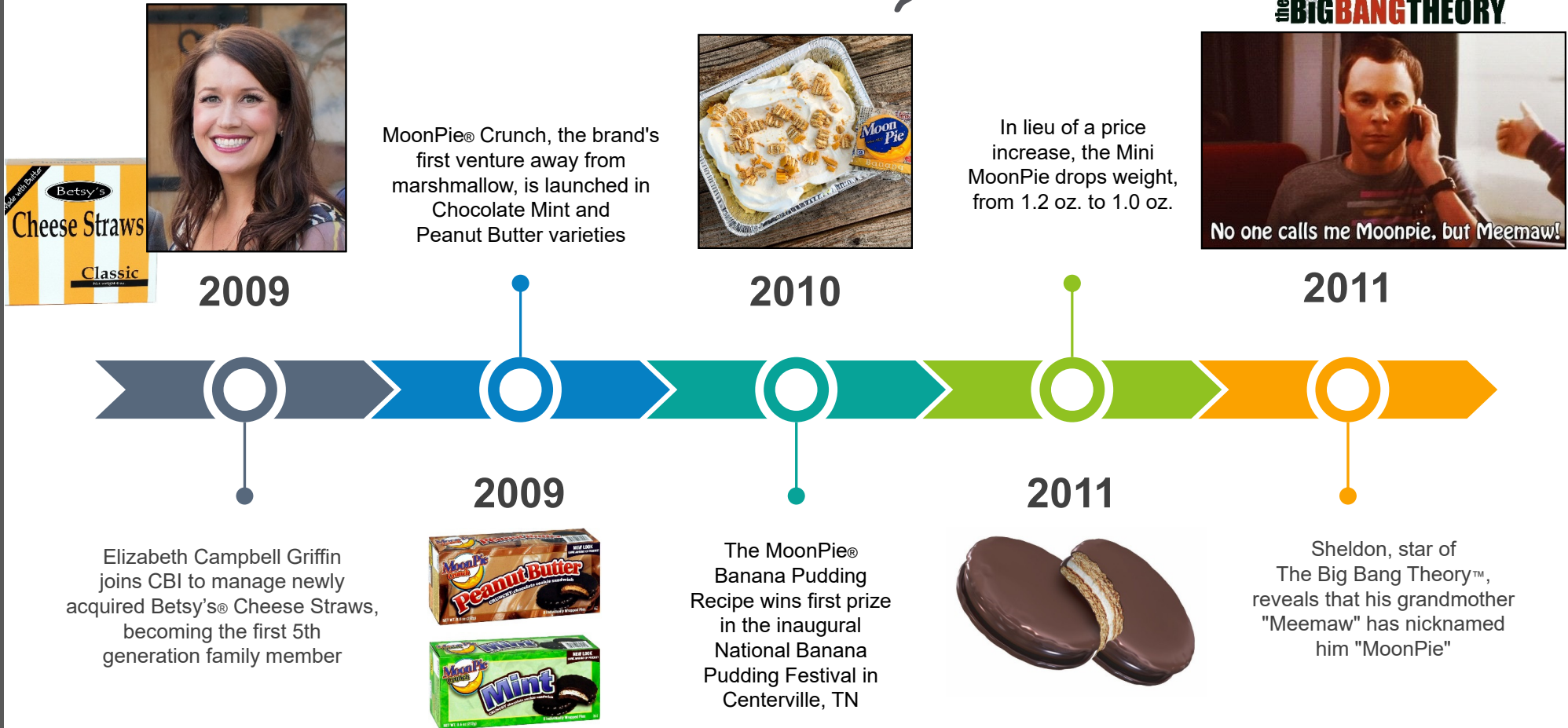
Lemon, Orange and
Strawberry flavors
are introduced



2009

Mobile, AL holds its inaugural
MoonPie Drop on New Years Eve,
commemorating its place in history as
the birthplace of Mardi Gras in 1703

Chattanooga Bakery, Inc. History



Chattanooga Bakery, Inc. History



2012

The first MoonPie General Store opens in Charleston, SC

Salted Caramel flavor is introduced



2014

Company's core values are put to paper:

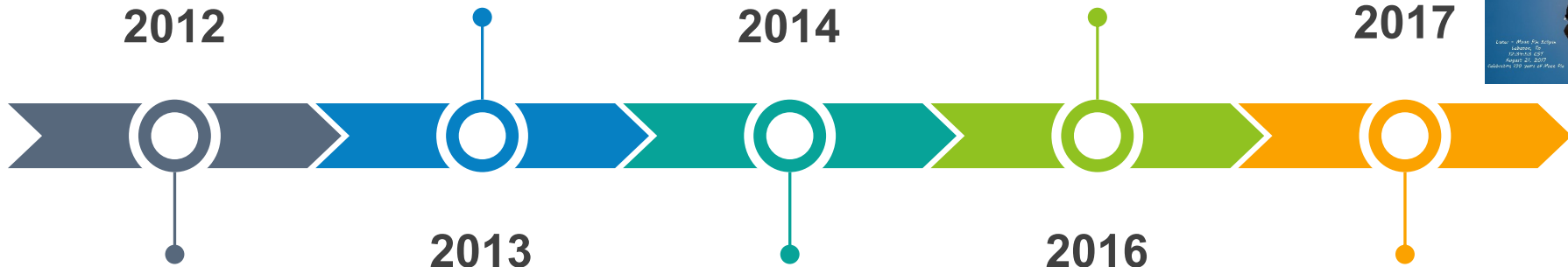
- Lives by the Golden Rule
- Is a Team Player
- Gets the Job Done Right
- Understands, or Asks

The first MoonPie collectible gift tin is launched as centennial nears



2017

The MoonPie® brand turns 100. Record Sales ensue with the national celebration and a Total Solar Eclipse to top it off.



Chattanooga Bakery, Inc. History



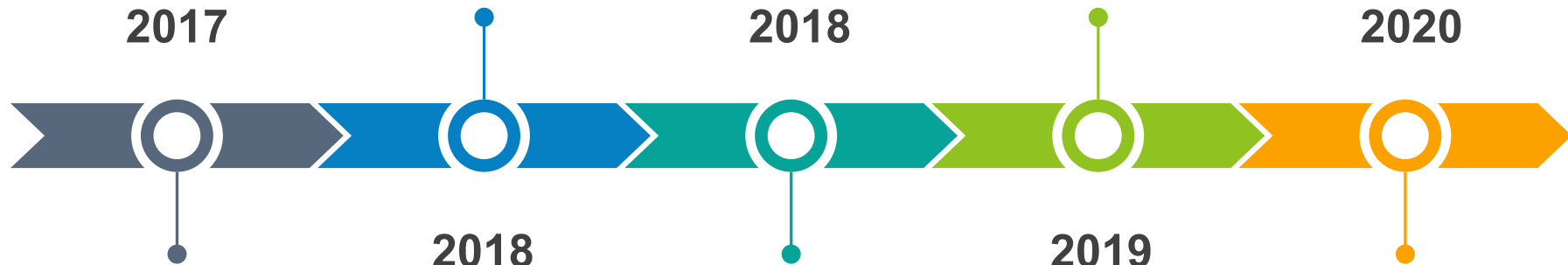
MoonPie® represents Tennessee at the White House's "Made in America" Product Showcase

Modern new production line is launched, largest capital investment in company history

2017

2018

2020



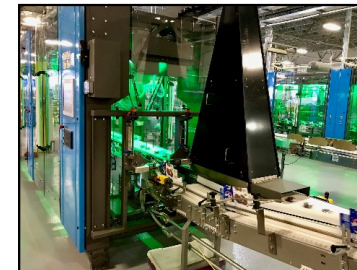
2018

2019

MoonPie® named Social Media brand of the year by Forbes Magazine



MoonPie® enters School Fundraising market



Pumpkin Spice and Lemon are added as seasonal LTO's

Chattanooga Bakery, Inc. History



John C. Campbell, II
named President,
Sam Campbell, IV
elevates to Chairman



In response to record
sales, CBI adds 3rd
production shift & LEAN
focus to grow capacity



Mallie
Campbell
joins
company as
Director of
Purchasing

2020

2021

2022

2021

2022

2023

MoonPie®
featured on CBS
Sunday Morning,
"Snacking in the
Pandemic"
episode



Sam
Campbell, V
joins company
as Operations
Director



MoonPie®
partners with
NASA® to help
celebrate the
Artemis
program,
America's return
to the moon and
push to Mars



Chattanooga Bakery, Inc. History



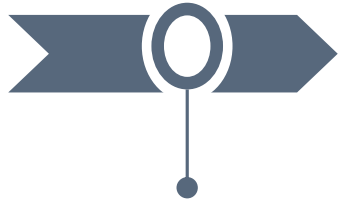
Solar Eclipse-themed packaging accompanies PR and Social push for April, 2024 Solar Eclipse



School fundraising channel launches "Patriotic Pies" program, enabling supporters to send a case of MoonPies to deployed US troops



2024



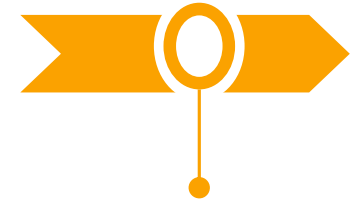
2024



2024



2024



Blueberry added as the next everyday flavor after successful test market and strong customer interest



Outdoor Advertising Campaign targeting Aliens goes viral



Augusta National Golf Club invites MoonPie into "Taste Of The Masters®" Direct Mail program, expanding beyond on-course concessions

Award-Winning PR and Earned Media

'This is completely serious': MoonPie launches ad campaign targeting extraterrestrials

MoonPie has embarked on a new advertising campaign targeting extraterrestrials, complete with a new website and billboards it hopes are spotted by passing UFOs.

 **Eric Lagatta**
USA TODAY

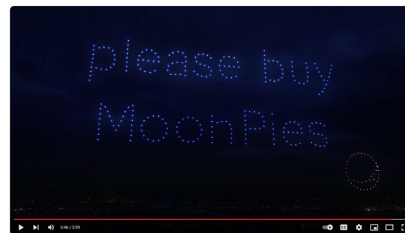
Published 5:35 p.m. ET Dec. 12, 2023 | Updated 1:47 p.m. ET Dec. 13, 2023



This image of a billboard ad for MoonPies in New York City's Time Squares is targeting a certain customer base not of this world. The snack company recently launched an ad campaign that purports to be for alien visitors. MoonPie/Case Steffens



JIMMY KIMMEL
LIVE!



MoonPie maker gears up for galactic sales event for solar eclipse

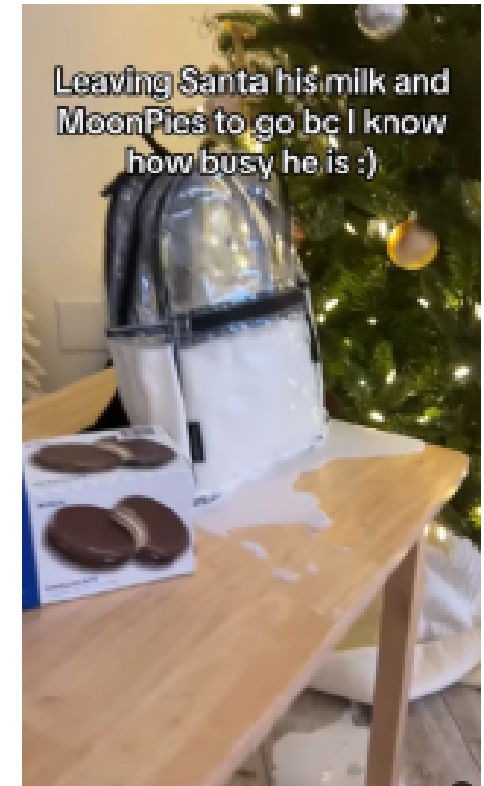
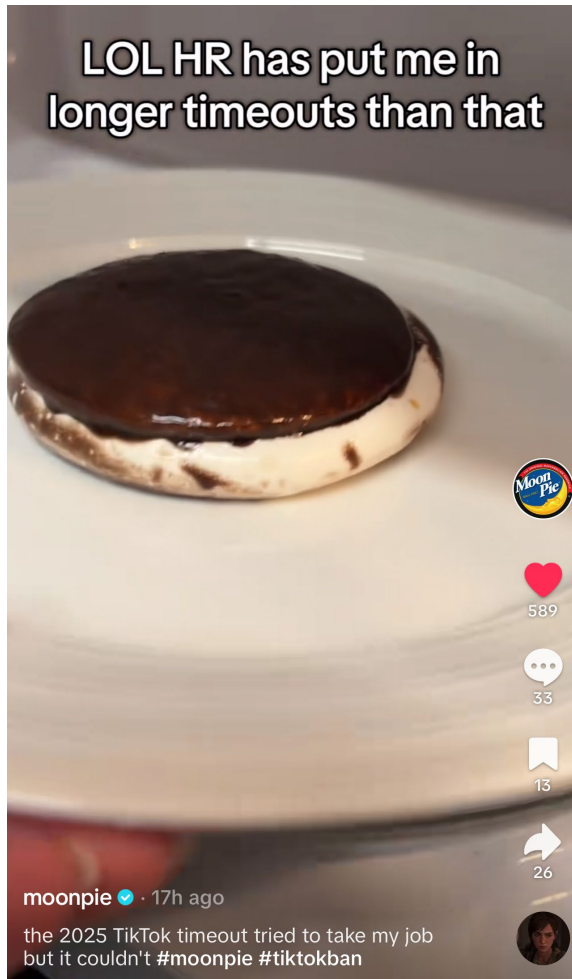
Chattanooga Bakery declares its marshmallow treat the official sponsor of solar eclipse



- 117 national media hits
- **486 Million** earned media impressions
- **\$4.5M** in ad value equivalency

- 1,885 national media hits
- **3.96 Billion** earned media impressions
- **\$37.1M** in ad value equivalency

Award-Winning Social Media



we spent a lot of money on market research to come up with this idea

Have we tried dropping a couple of these bad boys off in New Jersey and just seeing what happens?



we'd like to share it with you -->

by Expensive Research Company inc.

MoonPies

- invented in 1917 (visionary)
- sticky in a good way
- has a sick name
- super hot and smart social media manager



s'mores

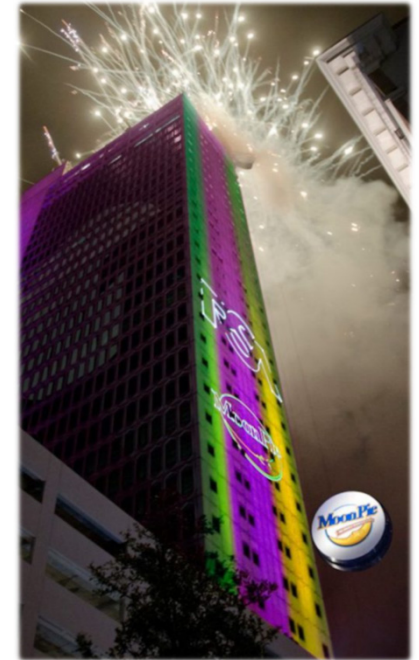
- invented in 1927 (copycat)
- sticky in a bad way
- has a weird apostrophe
- literally doesn't even have an ig



MoonPie and NYE/Mardi Gras



How Moon Pies Became a Mardi Gras Tradition



"Cracker Jack had long been a popular Mardi Gras throw; it was affordable enough to give away and delicious enough to appeal to most everyone, but the bulky boxes were hard to aim accurately and the corners could be painful when they hit people in the head. It was such a problem that Mobile banned the tossing of Cracker Jack boxes in 1972. Smaller, softer, blessedly round MoonPies were a safer option, *and* they were already a long-cherished Southern delight, so they became the standard sweet treat thrown off of floats in Mobile. Once again, New Orleans followed suit—as did MANY other cities along the Gulf Coast and across the country. So, if you're in the Big Easy or anywhere along the Gulf Coast for the occasion, you're likely to catch at least one MoonPie when you cry, "Throw me something, mister!" And of course, you can still snatch them from the air in Mobile when they drop the giant mechanical MoonPie on NYE each year, kicking off their MARDI Gras season!"



Sizes

All-Family Appeal

- **Single-Decker**
 - “Just Right for any Appetite”
 - Original size since 1917
- **Double-Decker**
 - “Big Snack, Great Value”
 - Appeals to Men and Teens
 - Introduced in 1964
- **Mini**
 - “The Snack Size MoonPie”
 - Lunchbox, after-school treat, on-the-go snacking
 - Added in 1998, to mom’s delight



- 2.0 oz.
- 3 3/4” diameter
- 4 normal bites

single★
decker



- 2.75 oz.
- 3 3/4” diameter
- 6 hearty bites



- 1.0 oz.
- 2 3/8” diameter
- 4 little bites

minis



MoonPie

The Original S'More



- **Less TIME**
- **Less MONEY**
- **Less MESS**

Often called “the Original S’more,” MoonPie’s chocolaty, marshmallowy, grahamy goodness is “out of this world” when microwaved 7-10 seconds.

Double, Single or Mini : all the S’more goodness, less of everything else!



9 Count Double-Decker Open Top



CHOCOLATE Item #81001



VANILLA Item #81002



BANANA Item #81003



SALTED CARAMEL Item #81008



BLUEBERRY Item #81014



SPECIFICATIONS

Unit Net Wt:	2.75 oz. / pie
Case Pack:	9/9
Carton Net Wt:	24.75 oz.
Case Dimensions:	13" x 12 1/2" x 13 7/8"
Case Weight:	17.5 lbs.
Case Cube:	1.30
Pallet Pattern:	4 x 5



8 Count Double-Decker Multi Pack



CHOCOLATE Item #64001



VANILLA Item #64002



BANANA Item #64003



BLUEBERRY Item #64004



Salted Caramel Item #64008

SPECIFICATIONS

Unit Net Weight:	2.75 oz. / pie
Case Pack:	8/8
Carton Net Weight:	22.0 oz
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	13.75 lbs.
Pallet Pattern:	10 x 5



**8 Count Double-Decker
also available in
Display Ready Cases**



12 Count Double-Decker Multi Pack



CHOCOLATE Item #72001



VANILLA Item #72002



BANANA Item #72003



BLUEBERRY Item #72014

SPECIFICATIONS

Unit Net Weight:	2.75 oz. / pie
Case Pack:	6/12
Carton Net Weight:	33.0 oz
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	15 lbs.
Pallet Pattern:	10 x 5



**12 Count Double-Decker
also available in Display
Ready Cases**



Double-Decker Powerwing / Counter Display

54 ct.



#54904 Shown

SPECIFICATIONS

Item:	54 ct. Double-Decker MoonPie Powerwing / Counter Display		
Popular Flavor Combos:	54 Chocolate		#54901
	36 Chocolate/18 Vanilla		#54902
	36 Chocolate/18 Banana		#54903
	18 Chocolate/18 Vanilla/18 Banana		#54904
	27 Chocolate / 27 Blueberry		#54941
	18 Chocolate / 18 Banana / 18 Blueberry		#54942
Unit Net Wt: Case	2.75 oz.		
Dimensions: Case	23" x 13" x 11¼"		
Cube:	1.77		
Case Weight:	13.5 lbs.		
Pallet Pattern:	6x6		

Assembled Dimensions:
12 ½" W x 10" Deep x 22 ½" H
(w/o header). 27 1"2" H with
header





Double-Decker Displays



#04000 Shown



#03180 Shown

set-up dimensions:
20" x 20¹/₄" x 60"

set-up dimensions:
22" x 20¹/₄" x 60"

90 ct. Floor Display

Available in multiple flavor combinations

Case Dimensions: 26¹/₄" x 20¹/₄" x 6³/₄"
Case Cube: 2.08
Case Weight: 21.75 lbs.
Pallet Pattern: 3x10

180 ct. Floor Display

Available in multiple flavor combinations

Case Dimensions: 26¹/₄" x 20¹/₄" x 11³/₄"
Case Cube: 3.61
Case Weight: 41.0 lbs.
Pallet Pattern: 3x5



Double-Decker MoonPie®



32/8 Floor Display

SPECIFICATIONS

Item:

Flavor Combos:

32 ct. Double-Decker MoonPie® Floor Display

32 Chocolate	#32081
16 Chocolate / 16 Vanilla	#32083
16 Chocolate / 16 Banana	#32084
22 Chocolate / 10 Banana	#32085
32 Blueberry	#32086
16 Chocolate / 16 Blueberry	#32089

Unit Net Wt: Case

Dimensions: Case

Cube: Case

Weight: Pallet

Pattern:

22.0 oz. / carton

19¹/₄" x 33¹/₂" x 13³/₄"

5.13

54.4 lbs.

2x4

Assembled Dimensions:
18¹/₂" W x 18" D x 64" H
(with header)

#32084 Shown





Double-Decker Moon Pie® Display-Ready Pallet

8 ct.



SPECIFICATIONS

Pallet Item:	64201
Cases per Pallet:	40 (10x4)
Cartons per Case	8
Cartons per Pallet:	320
Flavor Combos:	Chocolate 8 ct. Double-Decker cartons
Case Dimensions:	17 ¹ / ₄ " x 9" x 13 ¹ / ₂ "
Case Cube:	1.21
Case Weight:	13.75 lbs.
Pallet Dimensions:	48" x 40" x 58"
Pallet Weight:	600 lbs. (including pallet)





Double-Decker MoonPie

Zesty Lemon Spring LTO



12 ct. Double-Decker™ MoonPie®
#72007 12 Lemon



4 ct. Double-Decker™ MoonPie®
#81007 4 Lemon



180 ct. Double-Decker MoonPie® Floor Display
Flavor Combos:
#03197 180 Lemon
#03297 60 Lemon / 60 Chocolate / 60 Banana
#03397 90 Lemon / 60 Chocolate / 30 Banana

#04207 Shown



40 ct. Double-Decker MoonPie® Floor Display

Flavor Combos:

#04107 40 Lemon

#04207 30 Lemon / 30 Chocolate / 30 Banana

#04307 30 Lemon / 60 Chocolate

#03297 Shown



#54971 Shown



54 ct. Double-Decker MoonPie® Floor Display
Flavor Combos:

#54471 27 Chocolate / 27 Lemon

#54472 18 Lemon / 18 Chocolate / 18 Banana



Double-Decker MoonPie

Pumpkin Spice Fall LT0



12 ct. Double-Decker™ MoonPie®
#72004 12 Pumpkin Spice



4 ct. Double-Decker™ MoonPie®
#81004 4 Pumpkin Spice



#09019 Shown



40 ct. Double-Decker™ MoonPie® Floor Display
Flavor Combos:

- #09019 40 Pumpkin Spice
- #09029 30 Pumpkin Spice / 30 Chocolate
30 Salted Caramel
- #09039 30 Pumpkin Spice / 60 Chocolate
- #09049 30 Pumpkin Spice / 30 Chocolate
30 Banana

#03229 Shown



180 ct. Double-Decker™ MoonPie® Floor Display

Flavor Combos:

- #03219 180 Pumpkin Spice
- #03229 60 Pumpkin Spice / 60 Chocolate
60 Salted Caramel
- #03259 90 Pumpkin Spice / 60 Chocolate
30 Salted Caramel

#54909 Shown



54 ct. Double-Decker™ MoonPie®
Counter Display

Flavor Combos:

- #54906 18 Pumpkin Spice / 18 Chocolate
18 Banana
- #54907 27 Chocolate / 27 Pumpkin Spice
- #54908 18 Pumpkin Spice / 18 Chocolate
18 Salted Caramel
- #54909 54 Pumpkin Spice



Single-Decker Multi-Pack *single decker*★

12 ct.



CHOCOLATE Item #14411



VANILLA Item #14412



BANANA Item #14413

SPECIFICATIONS

Unit Net Weight:	2.0 oz. / pie
Case Pack:	8/12
Carton Net Weight:	24.0 oz
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	14.5 lbs.
Pallet Pattern:	10 x 5



Single-Decker Multi-Pack

6 ct.

single  decker



CHOCOLATE
Item #24601



VANILLA
Item #24602



BANANA
Item #24603



Single-Decker 6 ct. cartons
also merchandise vertically

SPECIFICATIONS

Unit Net Weight:	2.0 oz. / pie
Case Pack:	16/6
Carton Net Weight:	12.0 oz
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	15.0 lbs.
Pallet Pattern:	10 x 5



Single-Decker MoonPie®

single
decker★

32/12 Floor Display



SPECIFICATIONS

Item:	32 ct. Single-Decker MoonPie® Floor Display	
Flavor Combos:	32 Chocolate	#32121
	20 Chocolate / 12 Vanilla	#32123
	20 Chocolate / 12 Banana	#32124

Unit Net Wt:	24.0 oz. / carton
Case Dimensions:	19 ¹ / ₄ " x 33 ¹ / ₂ " x 13 ³ / ₄ "
Case Cube:	5.13
Case Weight:	63.0 lbs.
Pallet Pattern:	2x4

Assembled Dimensions:
18¹/₂" W x 18" D x 64" H
(with header)

#32124 Shown





Single-Decker MoonPie®

12 ct. Collectible Gift Tin

single★
decker



SPECIFICATIONS

Item #: 14491
Flavor: Chocolate

Tin Net Weight: 24.0 oz
Case Pack: 8/12
Case Dimensions: 17^{1/4}" x 9" x 13^{1/2}"
Case Cube: 1.21
Case Weight: 18.0 lbs.
Pallet Pattern: 10 x 5

SPECIFICATIONS

Item #: 32091
Flavor: Chocolate

Tin Net Weight: 24.0 oz
Case Pack: 32/12 Floor Display
Case Dimensions: 19^{1/4}" x 33" x 13^{3/4}"
Case Cube: 5.13
Case Weight: 77.5 lbs.
Pallet Pattern: 2 x 4

Assembled Dimensions:
18.5" W x 18" D x 64" H



Fresh New designs every year • Great impulse gift • Ships mid-September – early December





Mini Moon Pie® Multi-Pack

12 ct.

minis



CHOCOLATE Item #22801



VANILLA Item #22802



BANANA Item #22803



BLUEBERRY Item #22804

Mini 12 ct.
cartons also
merchandise
vertically



SPECIFICATIONS

Unit Net Weight:	1.0 oz / pie
Case Pack:	8/12
Carton Net Weight:	12.0 oz
Case Dimensions:	15 ⁷ / ₁₆ " x 9 ¹ / ₄ " x 8 ¹ / ₈ "
Case Cube:	.67
Case Weight:	7.5 lbs
Pallet Pattern:	13 x 8



BIRTHDAY

MINIS



**VANILLA
COOKIE!**
OUTTA THIS WORLD



Mini MoonPie®

10 ct. Birthday Cake Party Pies

minis

Mini MoonPie® Birthday Cake Party Pies Floor Display



#20832 8/10 Mini MoonPie® Birthday Cake Party Pies

48/10 Mini MoonPie® Birthday Cake Party Pies Floor Display

#58832 48 Birthday Cake



#58833 24 Blueberry
24 Birthday Cake





Mini MoonPie® Floor Display

12 ct.

SPECIFICATIONS

Item:	48 ct. Mini MoonPie® floor display		
Flavor Combos:	48 Chocolate	#58121	
	24 Chocolate / 24 Banana	#58124	
	24 Chocolate / 24 Vanilla	#58125	
	36 Chocolate / 12 Banana	#58127	
	24 Vanilla / 24 Banana	#58130	
	48 Blueberry	#58224	
Unit Net Weight:	24 Chocolate / 24 Blueberry	#58234	
	12.0 oz / carton		
	Case Dimensions:	19 1/4" x 31" x 12 1/4"	
	Case Cube:	4.23	
Weight: Pallet	50.25 lbs.		
	Pattern:	2 x 4	

#58234 shown



(contains 12 ct. Mini MoonPie cartons)

set-up dimensions:
181/2" W x 181/2" D x 54" H

minis





Mini MoonPie®

Mint Chocolate

minis



#22806 8/12 Mini MoonPie®

48/12 Mini MoonPie®
Floor Display
#58226 48 Mint Chocolate



48/12 Mini MoonPie®
Floor Display
#58236 24 Mint Chocolate
24 Chocolate





Mini MoonPie®

Strawberry Valentine's Day LTO

minis



48 Mini MoonPie®
Floor Display
#58141 48 Strawberry



#22845 8/12 Mini MoonPie®





Mini MoonPie®

Zesty Lemon Spring LT0

minis



#22807 8/12 Mini MoonPie®

48/12 Mini MoonPie®
Floor Display
#58227 48 Lemon



48/12 Mini MoonPie®
Floor Display
#58237 24 Lemon
24 Chocolate





Mini MoonPie®

Pumpkin Spice Fall LTO

minis



#22804 8/12 Mini MoonPie®

48/12 Mini MoonPie®
Floor Display
#58224 48 Pumpkin Spice



48/12 Mini MoonPie®
Floor Display
#58234 24 Pumpkin Spice
24 Chocolate



CHATTANOOGA BAKERY, INC

Suggested Items for a Multipack POG

24601

SD
MoonPie
6 ct.
chocolate

24602

SD
MoonPie
6 ct.
vanilla

24603

SD
MoonPie
6 ct.
banana



Single-Decker: Women / Seniors

22802

Mini
MoonPie
12 ct.
vanilla

22801

Mini
MoonPie
12 ct.
chocolate

22803

Mini
MoonPie
12 ct.
banana

22806

Mini
MoonPie
12 ct.
mint chocolate

22804

Mini
MoonPie
12 ct.
blueberry

20832

Mini MoonPie
Party Pies
10 ct.
birthday cake



Mini: Portion-conscious moms shopping for family / Lunch Box Snacks

14411

Orig. MoonPie
12 ct.
chocolate

14413

Orig. MoonPie
12 ct.
banana

14412

Orig. MoonPie
12 ct.
vanilla



Single-Decker: Women / Seniors



Mini 12
merchandises
horizontally
as well.

64001

DD MoonPie
8 ct. chocolate

64003

DD MoonPie
8 ct. banana

64002

DD MoonPie
8 ct. vanilla

64004

DD MoonPie
8 ct. blueberry

64008

DD MoonPie
8 ct. salted caramel



Double-Decker: Men / Millennials

CHATTANOOGA BAKERY, INC.

Suggested Items for a Single-Serve POG

DD MoonPie
9 ct.
chocolate

DD MoonPie
9 ct.
vanilla

DD MoonPie
9 ct.
banana

DD MoonPie
9 ct.
salted caramel

DD MoonPie
9 ct.
blueberry

Chocolate



Vanilla



Banana



Salted Caramel



Blueberry



81001

81002

81003

81008

81014



CHATTANOOGA BAKERY, INC.

Shelf Life & Guaranteed Shelf Life

			
	<i>minis</i>	<i>single decker</i>	DOUBLE DECKER
Item	MINI	SINGLE DECKER	DOUBLE DECKER
Flavor	All	All	All
Shelf Life (From the Date of Manufacture)	180	180	180
Guaranteed Shelf Life (Shelf Life Remaining upon receipt by CBI Customer)	120	120	120









Notes

Notes

Notes



Thank you for your interest in the MoonPie® brand.

For additional information, please contact your Chattanooga Bakery, Inc. sales representative, or contact Amy Hendry in Sales Support at (423) 413-3047, or ahendry.avos@gmail.com



**Chattanooga Bakery, Inc.
400 Manufacturers Road Chattanooga, TN 37405
(tel) 423-267-3351 - (fax) 423-266-2169
www.moonpie.com**



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