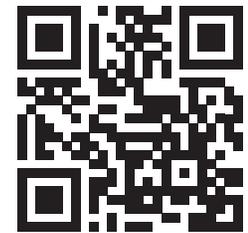


CHATTANOOGA BAKERY, INC.

Product Mix Overview



View or Download this PMO
via QR code above
or visit www.moonpie.com/find



Chattanooga Bakery, Inc. History



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



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



1888

1917

1951



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

1902



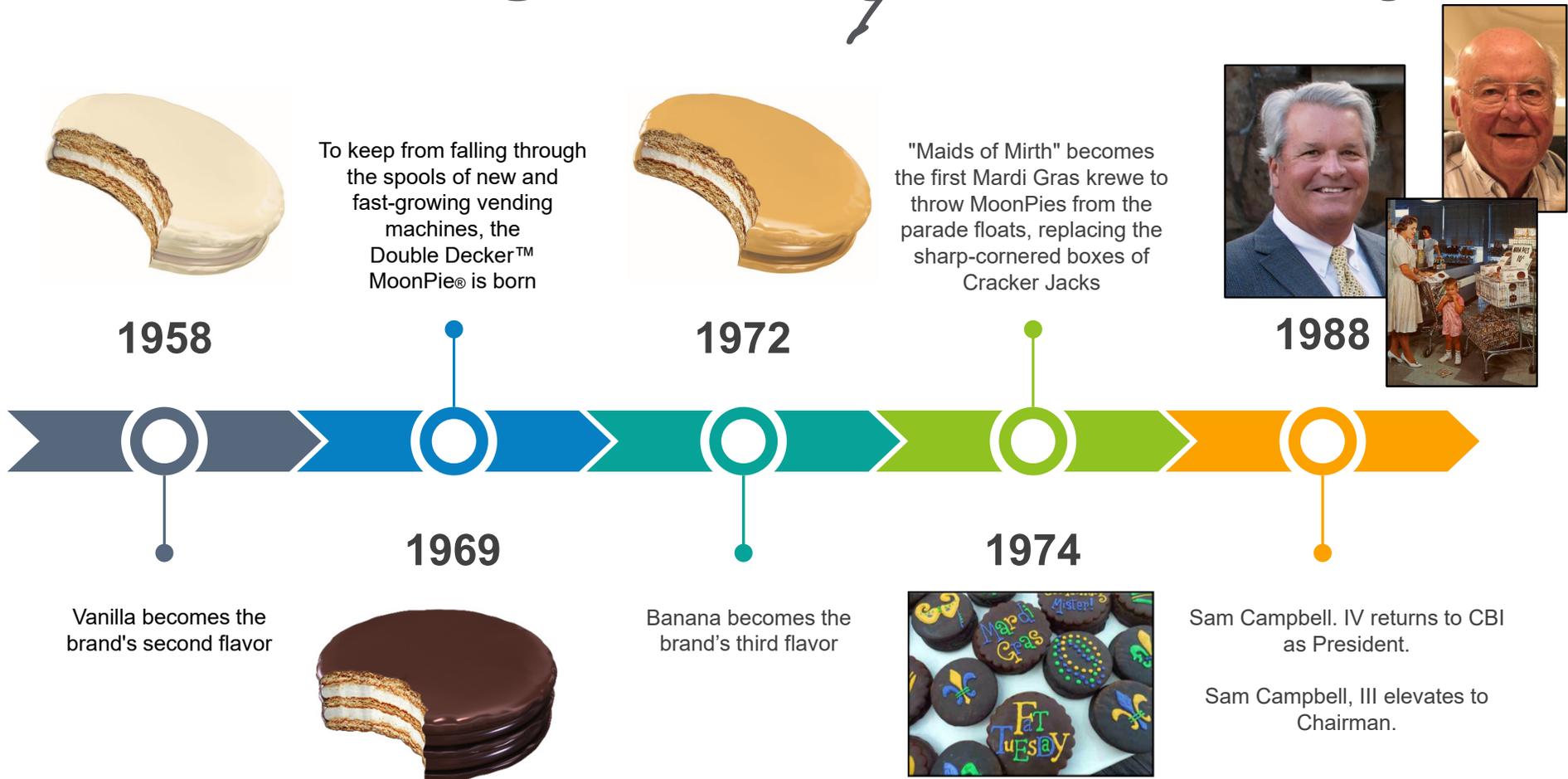
After a KY coal miner asked CBI salesman Earl Mitchell for a snack "as big as the moon," Earl saw our factory workers dipping graham crackers into marshmallow on break. A few months later, the MoonPie® was born

1942

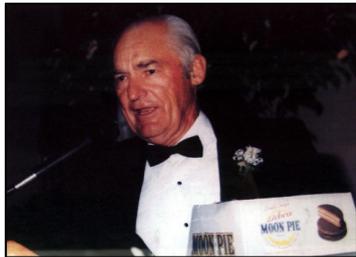


Honky Tonk country music artist Big Bill Lister records "R.C. Cola & a MoonPie," an instant hit the births the quintessential Southern duo

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



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



1991

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



1995

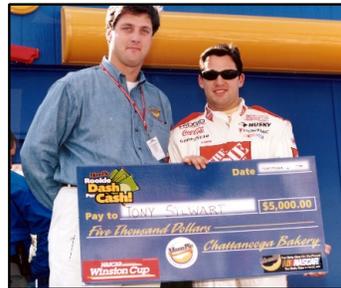
Lo-Fat MoonPie
is introduced

Chattanooga Bakery, Inc. History



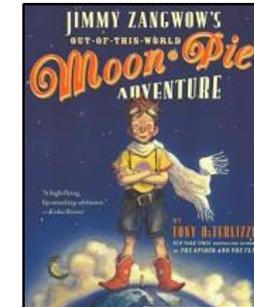
1998

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



2000

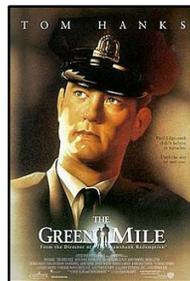
MoonPie achieves its first "Million Pies a Day" mark in production



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"

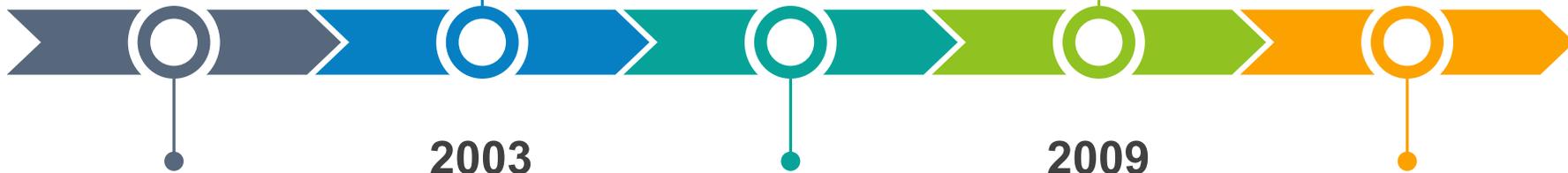


2008

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

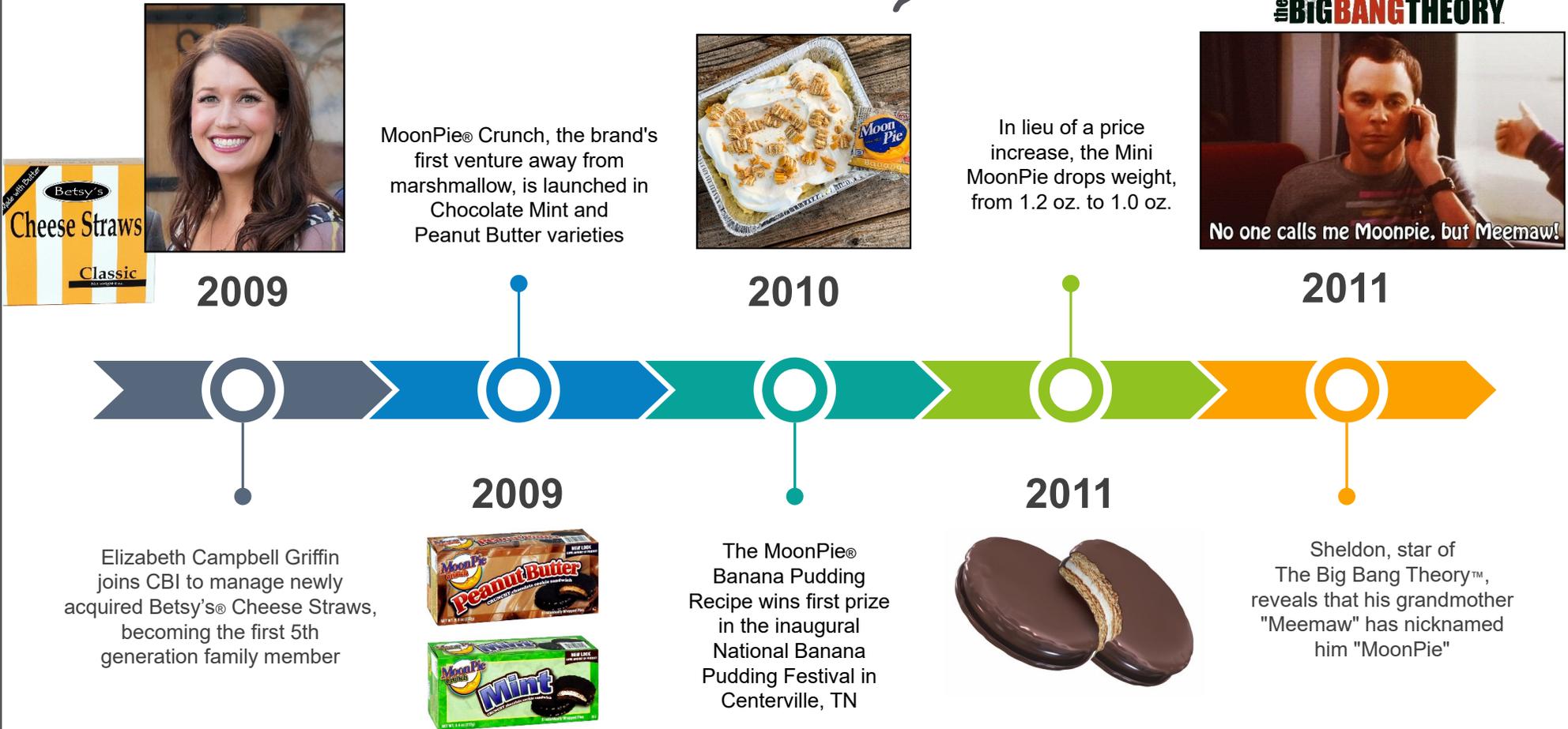
Lemon, Orange and Strawberry flavors are introduced



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



MoonPie® Crunch, the brand's first venture away from marshmallow, is launched in Chocolate Mint and Peanut Butter varieties



In lieu of a price increase, the Mini MoonPie drops weight, from 1.2 oz. to 1.0 oz.



No one calls me Moonpie, but Meemaw!



Chattanooga Bakery, Inc. History



2012

The first MoonPie General Store opens in Charleston, SC

Salted Caramel flavor is introduced



2013



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

2014

The first MoonPie collectible gift tin is launched as centennial nears



2016



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

2017



Chattanooga Bakery, Inc. History



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



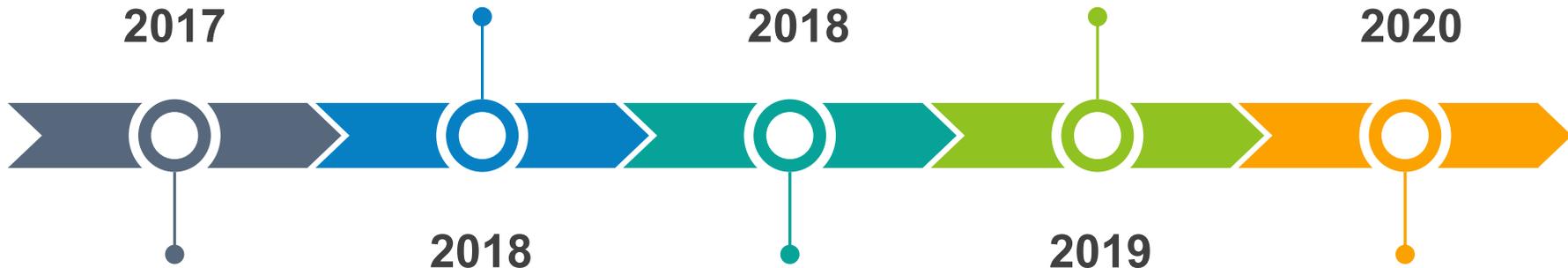
Modern new production line is launched, largest capital investment in company history



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



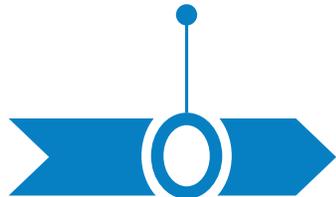
School fundraising channel launches "Patriotic Pies" program, enabling supporters to send a case of MoonPies to deployed US troops



2024



2024



2024



2024



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

Chattanooga Bakery, Inc. History



Christmas Party Pies came next, capitalizing on the busy school and home holiday party market

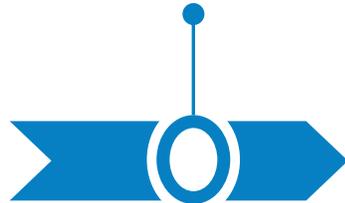
2025



With the addition of "topping" capabilities, Mini MoonPie® Party Pies™ were introduced, beginning with Birthday Cake Party Pies



2025



2025



New "Southern" flavor ideas always create excitement. Key Lime MoonPie was a big hit in test market, as was Peach Cobbler

To capitalize on large format / big pack retail opportunities, a new 360 degree display ready pallet made its debut

2025



2025



As a tribute to MoonPie® being Sam Walton's first "VPI" in the 1970's, the MoonPie® building opened on Walmart's new corporate campus, the only building named after a supplier brand.

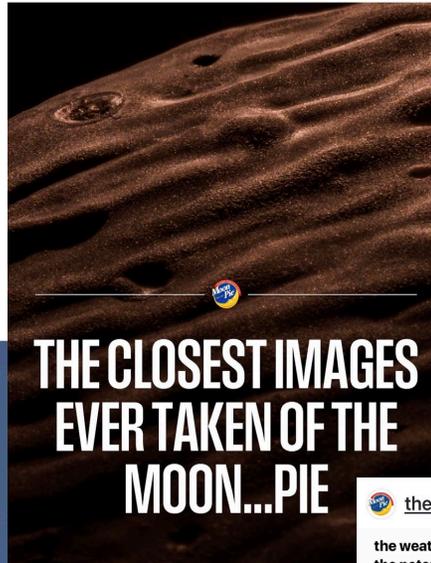
Award-Winning Social Media



theoriginalmoonpie

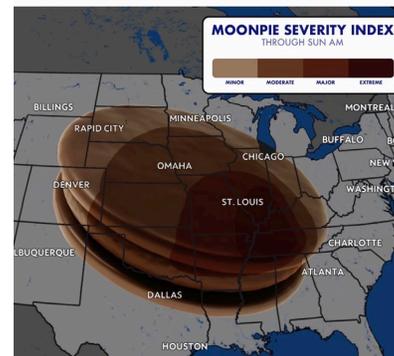


theoriginalmoonpie



theoriginalmoonpie

the weather model for this weekend is now showing the potential for MoonPie. possibly. idk. could be sunny with no MoonPie. but maybe 12 inches of MoonPie? wow. changing rapidly and so much!



theoriginalmoonpie

please don't ask how I got these beads



MoonPie
Jun 30, 2025

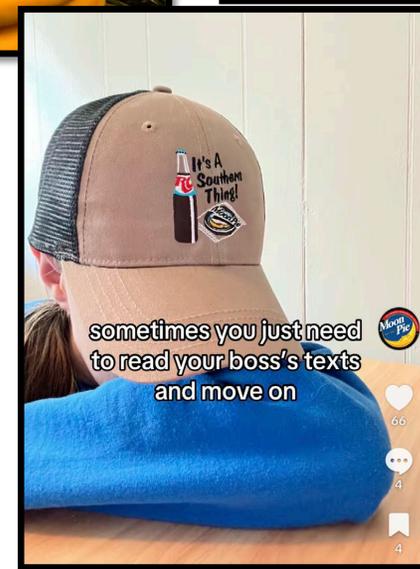
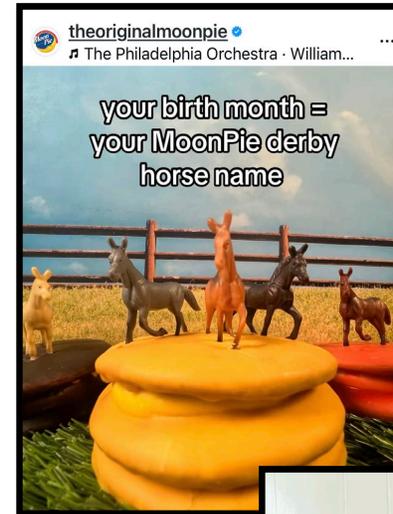
A taste of the free and the brave 🇺🇸

Introducing Patriotic Pies, our military gratitude project. Now through July 4th - when you donate a box of MoonPies to our active duty troops, we'll match it.

Tap here to send a box to soldiers serving our country 📧 moonpie.com/patrioticpies



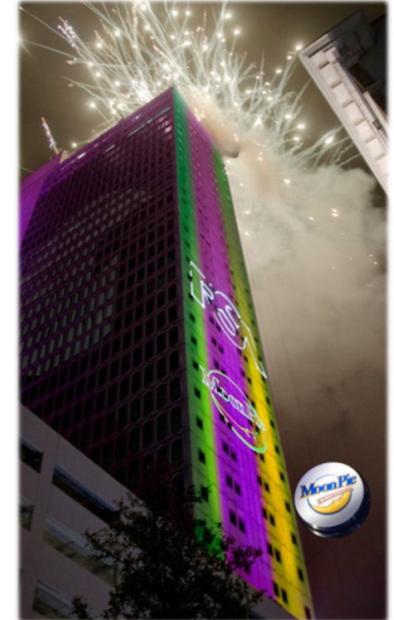
Award-Winning Social Media



MoonPie and NYE/Mardi Gras



AL.COM



"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



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:	17¹/₄" x 9" x 13¹/₂"
Case Cube:	1.21
Case Weight:	15 lbs.
Pallet Pattern:	10 x 5



Double-Decker Powerwing / Counter Display



54 ct.



#54904 Shown

SPECIFICATIONS

Item:	54 ct. Double-Decker MoonPie Powerwing / Counter Display	
Popular Flavor	54 Chocolate	#54901
Combos:	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" H with header





Double-Decker Displays



#04000 Shown



#03180 Shown

set-up dimensions:
20" x 20^{1/4}" x 60"

set-up dimensions:
22" x 20^{1/4}" x 60"

90 ct. Floor Display

Available in multiple flavor combinations

Case Dimensions: 26^{1/4}" x 20^{1/4}" x 6^{3/4}"
 Case Cube: 2.08
 Case Weight: 21.75 lbs.
 Pallet Pattern: 3x10

180 ct. Floor Display

Available in multiple flavor combinations

Case Dimensions: 26^{1/4}" x 20^{1/4}" x 11^{3/4}"
 Case Cube: 3.61
 Case Weight: 41.0 lbs.
 Pallet Pattern: 3x5



Double-Decker MoonPie®



32/8 Floor Display

SPECIFICATIONS

Item:

32 ct. Double-Decker MoonPie® Floor Display

Flavor Combos:

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

22.0 oz. / carton

Dimensions: Case

19¹/₄" x 33¹/₂" x 13³/₄"

Cube: Case

5.13

Weight: Pallet

54.4 lbs.

Pattern:

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)





Single-Decker Multi-Pack

12 ct.

single 
decker



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®

single
decker

150 ct. Floor Display



#15301 Shown

SPECIFICATIONS

Item:	150 ct. Single-Decker MoonPie® Floor Display	
Flavor Combos:	50 Chocolate / 50 Vanilla / 50 Banana	#15300
	150 Chocolate	#15301
	100 Chocolate / 50 Vanilla	#15302
	100 Chocolate / 50 Banana	#15303
Unit net Wt:	2 oz. / wrap	
Case Dimensions:	26 ¹ / ₄ " x 20 ¹ / ₄ " x 6 ³ / ₄ "	
Case Cube:	2.08	
Case Weight:	24.7 lbs.	
Pallet Pattern:	3x10	





Single-Decker MoonPie®

12 ct. Collectible Gift Tin

single★
decker



SPECIFICATIONS

Item#: 14491
 Flavor: Chocolate
 Design: Christmas Tree
 Tin Net Weight: 24.0 oz
 Case Pack: Case 8/12
 Dimensions: 17¹/₄" x 9" x 13¹/₂"
 Case Cube: 1.21
 Case Weight: 18.0 lbs.
 Pallet Pattern: 10 x 5



Item#: 14488
 Flavor: Chocolate
 Design: Red Santa

SPECIFICATIONS

Item#: 32087
 Flavor: Chocolate
 Design: 16 Tree, 16 Santa
 Tin Net Weight: 24.0 oz
 Case Pack: Case 32/12 Floor Display
 Dimensions: Case 19¹/₄" x 33" x 13³/₄"
 Cube: Case 5.13
 Weight: 77.5 lbs.
 Pallet Pattern: 2 x 4

Item#: 32881
 Flavor: Red Santa (32)
 Chocolate

Item#: 32091
 Flavor: Christmas Tree (32)
 Chocolate



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





Mini Moon Pie®

America 250 Semiquincentennial Celebration Packs

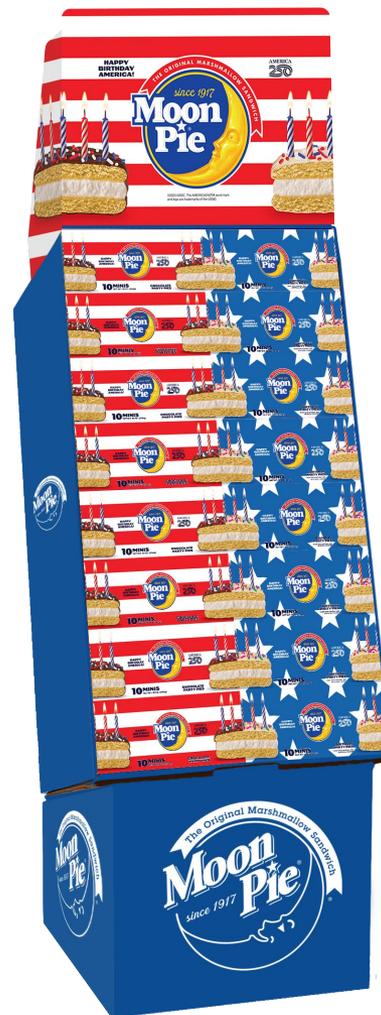
minis



#20834 10 ct. Chocolate Flag Semiquincentennial Celebration Pack



#20835 10 ct. Birthday Cake Stars Semiquincentennial Celebration Pack



- #58836 48/10 Floor Display
24 Chocolate Flag
24 Birthday Cake Stars
- #58837 48 Birthday Cake Stars
- #58838 48 Chocolate Flag

#58836 shown here

BIRTHDAY

MINIS



**VANILLA
COOKIE!**
OUTTA THIS WORLD



Mini MoonPie®

minis

10 ct. Birthday Cake Party Pies

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



MERRY CHRISTMAS



Celebrate Life's Sweet Moments

BITE INTO CHRISTMAS BLISS

NEW!



Mini MoonPie®

minis

10 ct. Christmas Party Pies



#20833 8/10 Mini MoonPie® Christmas Party Pies



#58835 48 Christmas Party Pies Floor Display

#58835 48 Christmas Party Pies

JUST
120
CALORIES



Mini MoonPie® Floor Display

12 ct.

minis

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
	24 Chocolate / 24 Blueberry	#58234
Unit Net Weight:	12.0 oz / carton	
Case Dimensions:	19 ¹ / ₄ " x 31" x 12 ¹ / ₄ "	
Case Cube:	4.23	
Weight:	50.25 lbs.	
Pallet Pattern:	2 x 4	



#58234 shown

set-up dimensions:
181/2" W x 181/2" D x 59" H



(contains 12 ct. Mini MoonPie cartons)



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

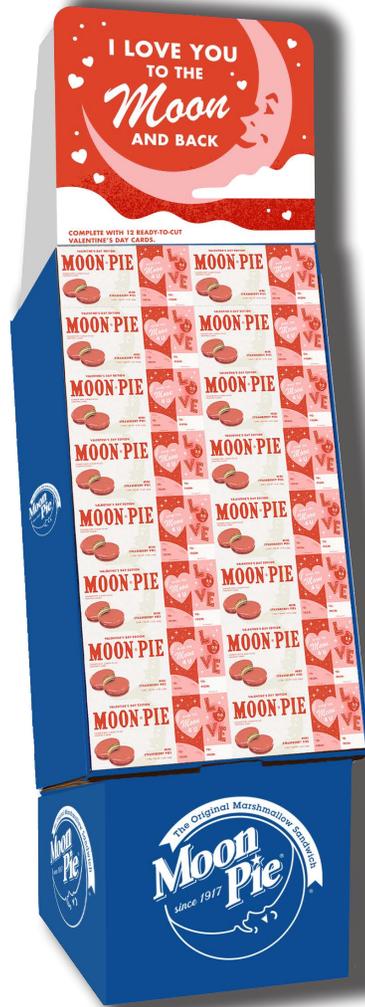




Mini MoonPie®

Strawberry Valentine's Day LTO

minis



48 Mini MoonPie®
 Floor Display
 #58141 48 Strawberry



#22845 8/12 Mini MoonPie®



JUST
110
 CALORIES



Mini MoonPie®

Zesty Lemon Spring LT0

minis



#22807 8/12 Mini MoonPie®

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

JUST
110
CALORIES



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

JUST
110
CALORIES



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



Mini 12
merchandises
horizontally
as well.



Single-Decker: Women / Seniors

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



81001

81002

81003

81008

81014

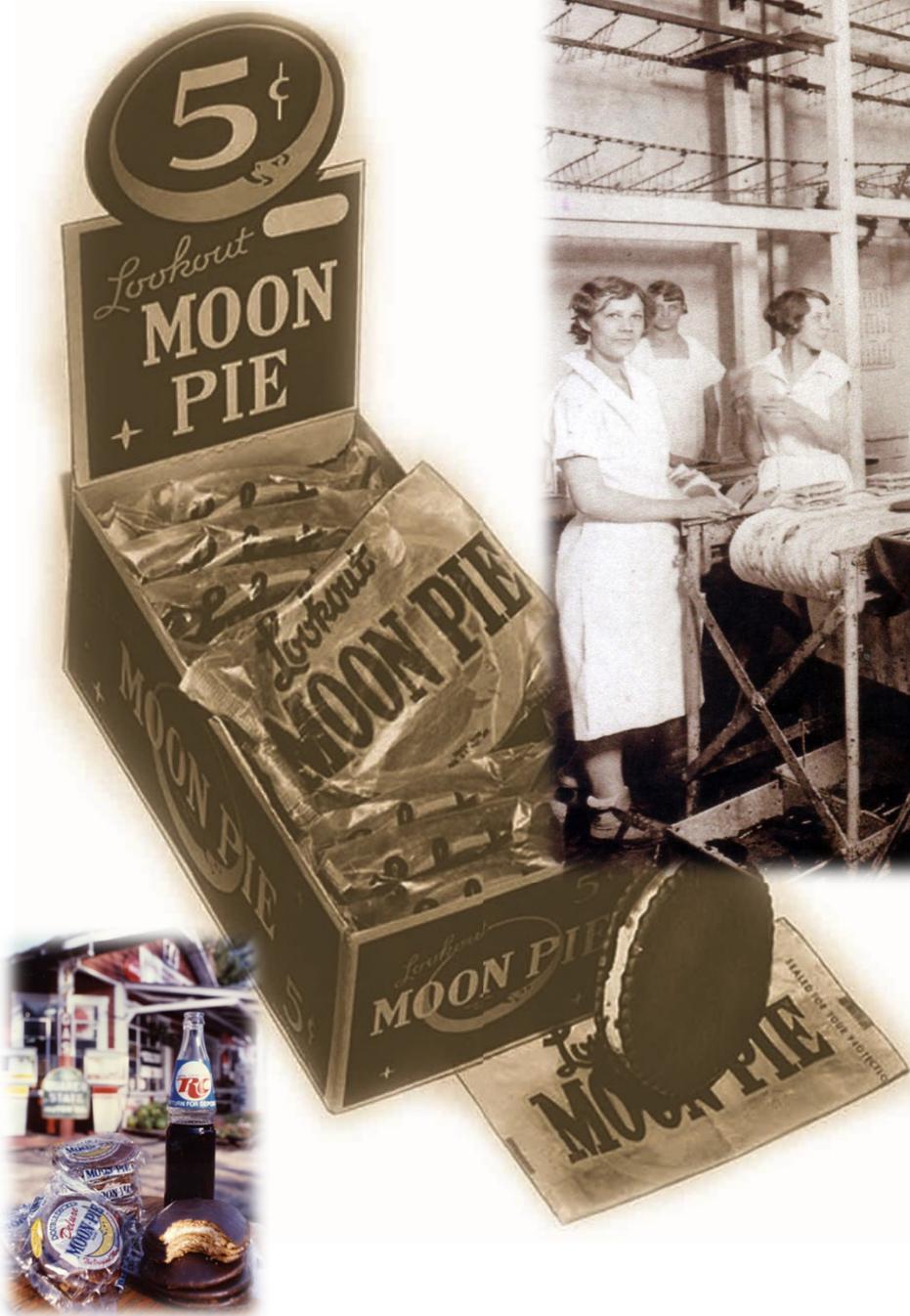


CHATTANOOGA BAKERY, INC.

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**



View or Download
this PMO here

**Version 6.16
February 2026**