



CROSS INTERNATIONAL
BROKERAGE Inc.

Brand Castle Holiday 2024

September 2023



Holiday 2024: Betty Crocker Pre-Baked Kits

CLASSIC STRUCTURES



Delivered Cost \$7.00



COOKIES



Delivered Cost \$5.65



Delivered Cost \$4.75

UNIQUE STRUCTURES



Delivered Cost \$8.50



Delivered Cost \$10.00





Holiday 2024 Betty Crocker Classic Structures



Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday House
#06369

Kit includes pre-baked gingerbread cookies, white ready to use icing, gum drops, lightbulb dextrose, piping bags and connector clips

Delivered Cost \$7.00 MSRP \$12.99
Margin 48%



Domestically Sourced

Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday Village
#06370

Kit includes pre-baked gingerbread cookies, white ready to use icing, gum drops, candy beads, holiday jimmies and piping bags

Delivered Cost \$7.00 MSRP \$12.99
Margin 48%



Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday House (6pc) and Holiday Village (6pc) - 12 pc SRD

308-44527-06384-8

Other Packout Options:

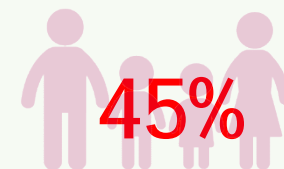
Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday House - 6 pc SRD
208-44527-06369-8

Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday Village - 6 pc SRD
308-44527-06370-1

**Traditional
Gingerbread Kits
Essential To Category
Assortment**

**Classic
Gingerbread
Houses**

**#1 Selling &
Most Productive
Pre-Baked Kit format**



of consumers have
each decorator
decorate their own
gingerbread house
(1 gingerbread house per person so
everyone has their own)



Holiday 2024 Betty Crocker Prebaked Cookies



Pre-Baked & Ready to Decorate Sugar Cookie Kit
Betty Crocker Holiday Sweaters - 8 Cookies
#06509

Kit includes 8 pre-baked sugar cookies, white icing pen, red icing pen, green icing pen, snowflake confetti, heart confetti, candy cane dextrose, and rainbow nonpareils

Delivered Cost \$5.65 MSRP \$10.49
Margin 48%



Ready to Decorate Sugar Cookie Kit
Betty Crocker Holiday Sweater 6 pc SRD

308-44527-06509-5





Holiday 2024 Betty Crocker Prebaked Cookies



Pre-Baked & Ready to Decorate Gingerbread
Cookie Kit
Betty Crocker Holiday Ninjabread - 8 Cookies
#06508

Kit includes 8 pre-baked gingerbread cookies, white icing pen,
red icing pen, black icing pen and holiday candy beads

Delivered Cost \$4.75 MSRP \$8.99
Margin 49%



Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Ninjabread 6 pc SRD

308-44527-06508-8





Holiday 2024 Betty Crocker Holiday Tree

Includes Holographic Paper Pieces!



Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday Tree
#06372

Kit includes pre-baked gingerbread cookies, white ready to use icing, green ready to use icing, rainbow candy beads, candy cane dextrose, holographic paper pieces and piping bags

Delivered Cost \$8.50 MSRP \$15.99
Margin 49%

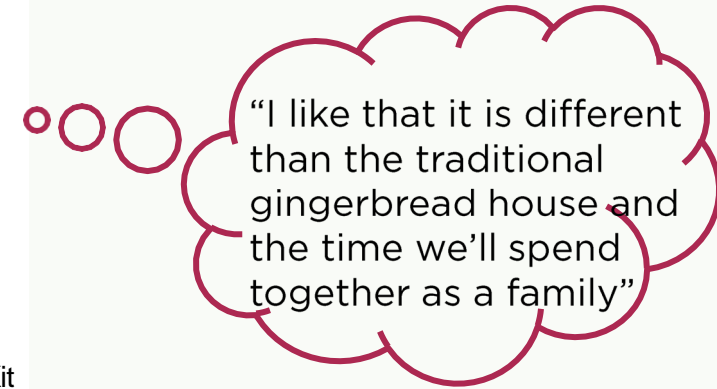


Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday Tree- 6 pc SRD

308-44527-06372-5

Consumer desire to have selection beyond traditional house

76%
purchase intent



“I like that it is different than the traditional gingerbread house and the time we’ll spend together as a family”

65%

Gingerbread House consumers find other structure types appealing





Holiday 2024 Betty Crocker Rotating Carousel

Includes Spinning turntable!



Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday Rotating Carousel
#06374

Kit includes pre-baked gingerbread cookies, white ready to use icing, red icing pen, green icing pen, dark green sanding sugar, holiday candy beads, peppermint sticks, turntable, paper pieces and piping bags

Delivered Cost \$10.00 MSRP \$17.99
Margin 47%



Ready to Decorate Gingerbread Cookie Kit
Betty Crocker Holiday Rotating Carousel – 6 pc SRD

308-44527-06374-9

Consumers love the idea of animation!



“I like that it is unique as opposed to a traditional gingerbread house. I also like the idea that it spins”

Carousel Rotates!



Holiday 2024 Key Dates

*Forecast Due Date: 2/1/2024

Start Ship Date: 8/15/2024

****Forecasts received after this date are subject to changes in pricing and ship timing.***

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Specification Sheets

