

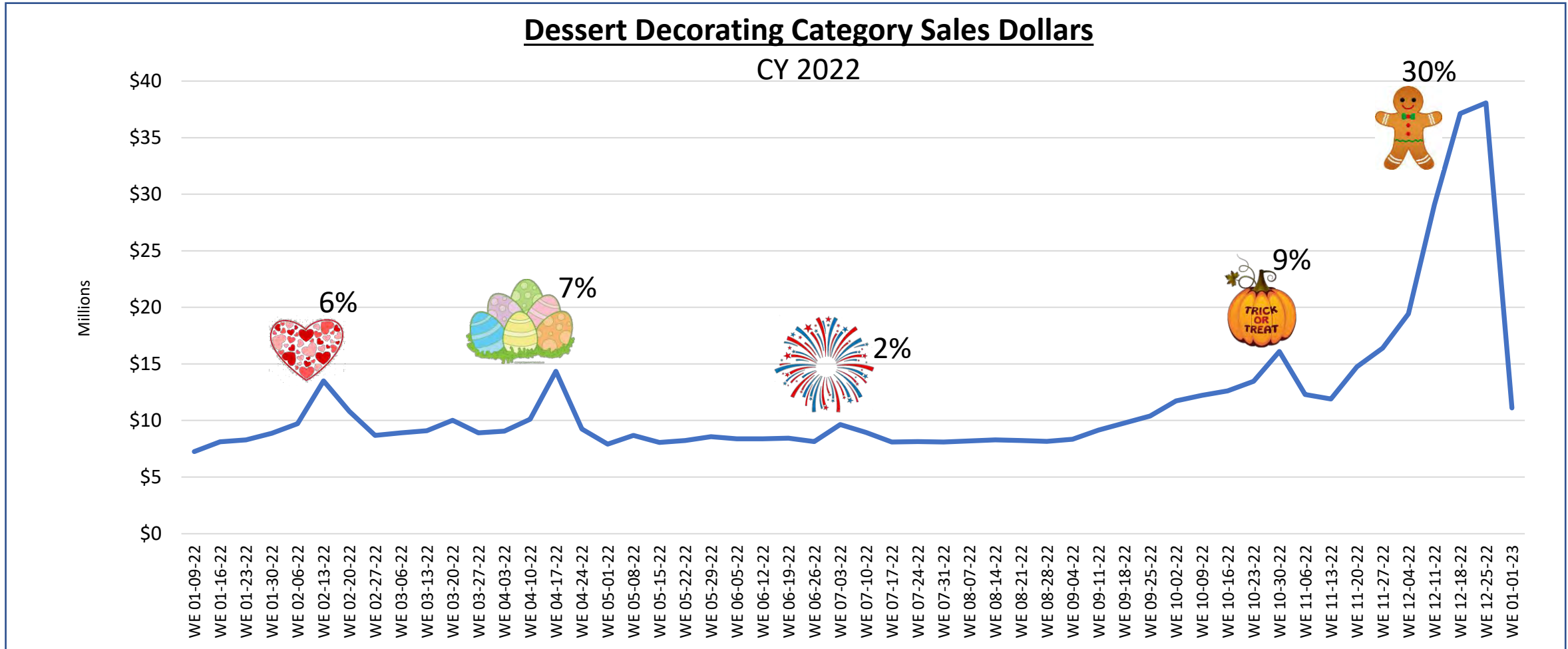


CROSS INTERNATIONAL
BROKERAGE Inc.

Back Half 2024 Display Presentation



Display is Critical to Capture Impulse Purchases & Supply Increased Demand



Holidays are the #1 Occasion for decorators



We have a Variety of Display Options Across Core Products & Innovation



Powerful, Consumer Focused Activation Plan to Drive Continued Demand

Social & Digital

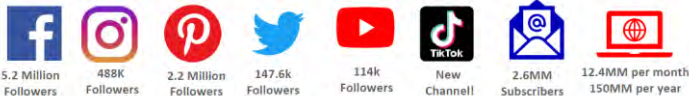


Branding Updates



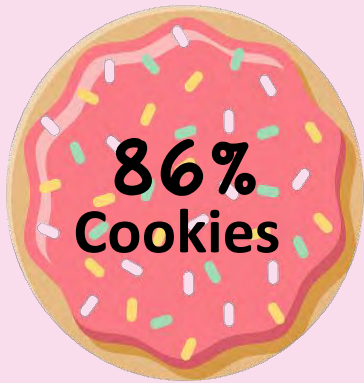
xo. Betty™

In-Aisle Display



Cookies #1 Decorated Sweet Treat For Christmas

Q: What type of sweet treats do you typically decorate for Christmas?



40% of \$

Dessert Decorating Segment	Dollar Sales	Dollar Sales Change vs YA	Dollar Sales % Change vs YA	\$ Shr of Category
BOTTLE DECORS	\$41,727,694	\$6,216,980	18%	26%
COOKIE ICING	\$23,881,155	\$6,183,430	35%	15%
MULTI-CELL DECORS	\$14,012,457	(\$2,390,001)	-15%	9%
TUBE ICING	\$8,310,874	\$389,804	5%	5%
GEL FOOD COLOR	\$7,975,709	\$102,613	1%	5%
TUB DECORS	\$5,793,874	\$240,232	4%	4%

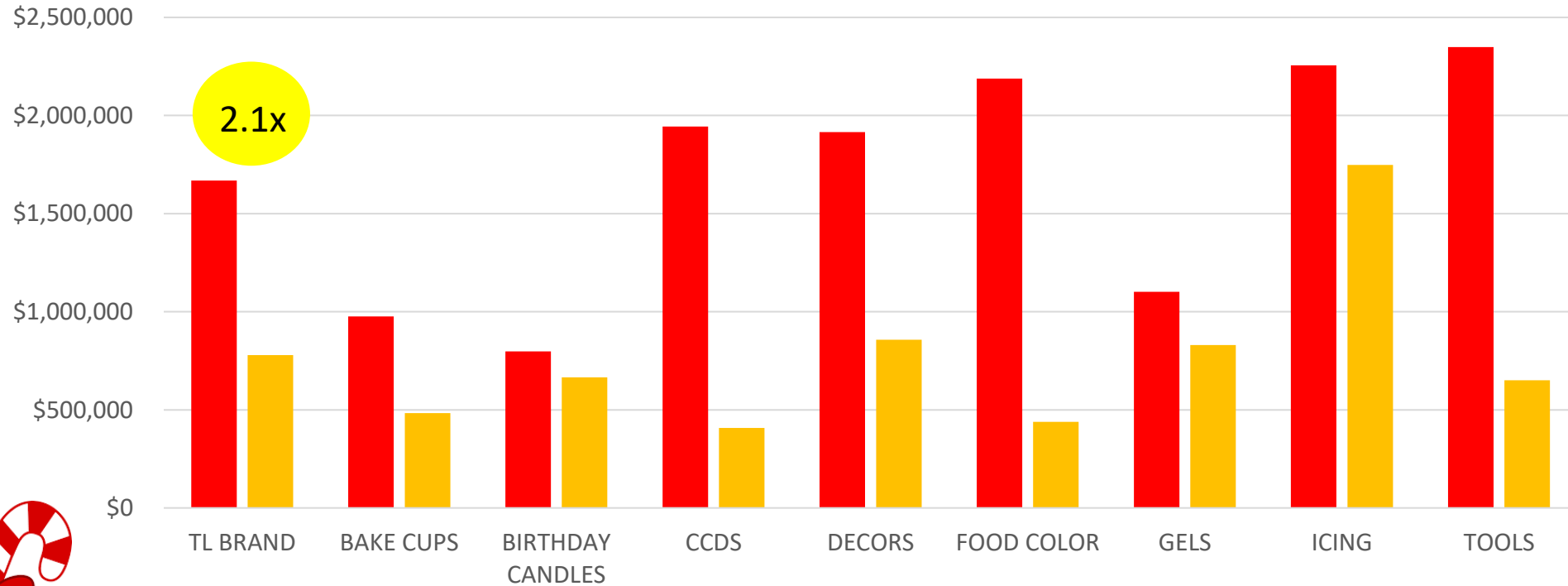


Betty Crocker Is The Most Productive Brand During Holidays

Total US MULO | Holiday Velocity

\$ per Avg # Items

■ Betty Crocker ■ Wilton



Betty Crocker also holds productivity leadership when looking at Unit Velocity

Betty Crocker Q4 Leader In Dessert Decorating

US MULO | November & December 2022

	Dollar Sales	Dollar Sales Change vs YA	Dollar Sales % Change vs YA	\$ Shr of Segment	U/ Avg # Items
TOTAL BOTTLE DECORS	\$41,727,694	\$6,216,980	18%	100%	487,712
PRIVATE LABEL	\$18,116,769	\$5,677,763	46%	43%	541,512
BETTY CROCKER	\$11,374,755	\$1,376,966	14%	27%	786,291
WILTON	\$11,010,305	(\$346,405)	-3%	26%	306,302
TOTAL COOKIE ICING	\$23,881,155	\$6,183,430	35%	100%	810,260
BETTY CROCKER	\$10,594,966	\$2,556,504	32%	44%	901,063
PRIVATE LABEL	\$7,747,418	\$1,817,688	31%	32%	862,020
WILTON	\$5,518,578	\$1,795,819	48%	23%	605,542



2.6x
1.5x

- ✓ Branded Share leader
- ✓ Velocity leadership
- ✓ Consumers favorite dessert decorating brand

Of the brands you use to decorate sweet treats, which one is your favorite?



41%



19%



Halloween Displays



BC Halloween Thematics Shipper - 32702 (SAP 111400)



Product Number	Product Description	Pieces	UPC
32447	Betty Crocker Glitter Gel Seasonal Color	10	0 71169 32447 4
32444	Betty Crocker Harvest Mix Fusion Décor Pouch	6	0 71169 32444 3
32443	Betty Crocker Halloween Mix Fusion Décor Pouch	12	0 71169 32443 6
12949	Betty Crocker Cupcake Liners - White	6	0 71169 12949 9
76000	Betty Crocker Gel Food Color - Classic	5	0 71169 76000 5
82406	Betty Crocker Decorating Tips - 8 Pack	8	0 71169 82406 6
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	6	0 71169 22642 6
27384	Betty Crocker Decorating Icing - White	12	0 71169 27384 0
	Total Pieces	65	



Assembled Dimensions

With Clip Strip

Depth: 15.50"

Width: 19.25"

Height: 41.50"



4 00 71169 32702 2

**Render only; Not final display graphics*



BC Halloween Large Core Shipper - 27651 (SAP 108996)



Product Number	Product Description	Pieces	UPC
74007	Betty Crocker Writing Gel - Black	11	0 71169 74007 6
74008	Betty Crocker Writing Gel - Orange	10	0 71169 74008 3
81198	Betty Crocker Sugar - Orange	6	0 71169 81198 1
81199	Betty Crocker Sugar - Black	6	0 71169 81199 8
82342	Betty Crocker Cupcake Gems - Goblin Pearls - Blk/Lt Grn/Org	4	0 71169 82342 7
82406	Betty Crocker Decorating Tips - 8 Pack	24	0 71169 82406 6
73004	Betty Crocker Tube Icing - White	18	0 71169 73004 6
73007	Betty Crocker Tube Icing - Black	18	0 71169 73007 7
73008	Betty Crocker Tube Icing - Orange	18	0 71169 73008 4
73005	Betty Crocker Tube Icing - Green	9	0 71169 73005 3
73010	Betty Crocker Tube Icing - Purple	9	0 71169 73010 7
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	15	0 71169 22642 6
76000	Betty Crocker Gel Food Color - Classic	12	0 71169 76000 5
	Total Pieces	160	



Assembled Dimensions

With Clip Strips

Depth: 19.00"

Width: 20.25"

Height: 54.00"



4 00 71169 27651 1

*Render only; Not final display graphics



BC Halloween Small Core Shipper - 27657 (SAP 109002)



Product Number	Product Description	Pieces	UPC
74007	Betty Crocker Writing Gel - Black	7	0 71169 74007 6
74008	Betty Crocker Writing Gel - Orange	7	0 71169 74008 3
74004	Betty Crocker Writing Gel - White	7	0 71169 74004 5
81198	Betty Crocker Sugar - Orange	8	0 71169 81198 1
81199	Betty Crocker Sugar - Black	4	0 71169 81199 8
82342	Betty Crocker Cupcake Gems - Goblin Pearls - Blk/Lt Grn/Org	4	0 71169 82342 7
82406	Betty Crocker Decorating Tips - 8 Pack Variety	4	0 71169 82406 6
73007	Betty Crocker Tube Icing - Black	4	0 71169 73007 7
73008	Betty Crocker Tube Icing - Orange	4	0 71169 73008 4
73004	Betty Crocker Tube Icing - White	4	0 71169 73004 6
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	6	0 71169 22642 6
76000	Betty Crocker Gel Food Color - Classic	7	0 71169 76000 5
70004	Betty Crocker Cookie Icing - White	4	0 71169 70004 9
70008	Betty Crocker Cookie Icing - Orange	4	0 71169 70008 7
70007	Betty Crocker Cookie Icing - Black	4	0 71169 70007 0
Total Pieces		78	



Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.00"



4 00 71169 27657 3

*Render only; Not final display graphics

BC Halloween Cookie Icing Shipper - 29019 (SAP 109548)



Product Number	Product Description	Pieces	UPC
70008	Betty Crocker Cookie Icing - Orange	12	0 71169 70008 7
70007	Betty Crocker Cookie Icing - Black	12	0 71169 70007 0
70004	Betty Crocker Cookie Icing - White	24	0 71169 70004 9
22642	Betty Crocker Candy Shop Décors - Candy Eyeballs	18	0 71169 22642 6
24816	Betty Crocker Candy Shop Large Eyeballs	12	0 71169 24816 9
	Total Pieces	78	



4 00 71169 29019 7

Assembled Dimensions

Depth: 19.00"

Width: 18.25"

Height: 50.25"



**Render only; Not final display graphics*

BC Halloween Decorating Icing Shipper - 36463 (SAP 113248)




Product Number	Product Description	Pieces	UPC
82406	Betty Crocker Decorating Tips - 8 Pack Variety	4	0 71169 82406 6
73007	Betty Crocker Tube Icing - Black	8	0 71169 73007 7
73008	Betty Crocker Tube Icing - Orange	8	0 71169 73008 4
73004	Betty Crocker Tube Icing - White	12	0 71169 73004 6
73005	Betty Crocker Tube Icing - Green	4	0 71169 73005 3
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	12	0 71169 22642 6
24816	Betty Crocker Candy Shop Large Eyeballs	6	0 71169 24816 9
	Total Pieces	54	

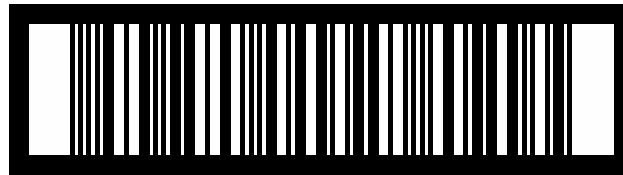


Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.50."



4 00 71169 36463 8

*Render only; Not final display graphics

BC Halloween Cookie Icing & Eyeballs PDQ - 31243 (SAP 110902)



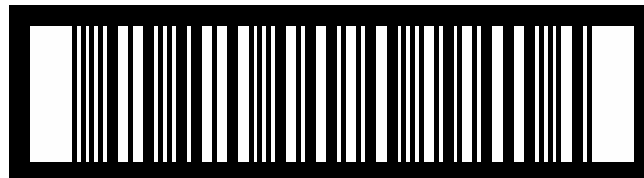
Product Number	Product Description	Pieces	UPC
22642	Betty Crocker Candy Shop Décors - Candy Eyeballs	7	0 71169 22642 6
70004	Betty Crocker Cookie Icing - White	5	0 71169 70004 9
70008	Betty Crocker Cookie Icing - Orange	5	0 71169 70008 7
70007	Betty Crocker Cookie Icing - Black	5	0 71169 70007 0
	Total Pieces	22	

Assembled Dimensions

Depth: 9.25"

Width: 11.63"

Height: 7.00"



4 00 71169 31243 1

*Render only; Not final display graphics



BC Halloween Cookie Icing & Décor PDQ - 32420 (SAP 111378)



Product Number	Product Description	Pieces	UPC
70004	Betty Crocker Cookie Icing - White	6	0 71169 70004 9
70008	Betty Crocker Cookie Icing - Orange	5	0 71169 70008 7
70007	Betty Crocker Cookie Icing - Black	4	0 71169 70007 0
76000	Betty Crocker Gel Food Color - Classic	7	0 71169 76000 5
81199	Betty Crocker Sugar - Black	6	0 71169 81199 8
81198	Betty Crocker Sugar - Orange	6	0 71169 81198 1
81195	Betty Crocker Monster Mix	6	0 71169 81195 0
	Total Pieces	40	

Assembled Dimensions

Depth: 9.00"

Width: 18.38"

Height: 5.38"



4 00 71169 32420 5

*Render only; Not final display graphics

BC Halloween Cookie Icing PDQ - 79096 (SAP 100121)



Product Number	Product Description	Pieces	UPC
70007	Betty Crocker Cookie Icing - Black	8	0 71169 70007 0
70008	Betty Crocker Cookie Icing - Orange	8	0 71169 70008 7
Total Pieces		16	



4 00 71169 79096 3



Assembled Dimensions

Depth: 9.00"

Width: 18.38"

Height: 5.38"

**Render only; Not final display graphics*

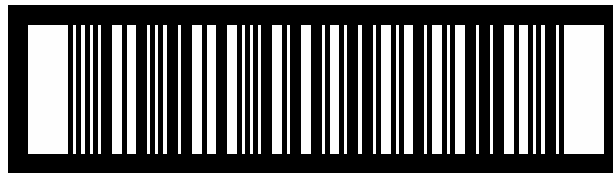
BC AUTUMN FUSION PDQ - 34193 (SAP 112315)



Assembled Dimensions

Depth: 9.00"
Width: 12.63"
Height: 5.13"

Product Number	Product Description	Pieces	UPC
70009	Betty Crocker Cookie Icing - Chocolate	6	0 71169 70009 4
70004	Betty Crocker Cookie Icing - White	6	0 71169 70004 9
70008	Betty Crocker Cookie Icing - Orange	6	0 71169 70008 7
32444	Harvest Fusion Pouch	6	0 71169 32444 3
Total Pieces		24	



4 00 71169 34193 6

*Render only; Not final display graphics



BC Halloween 6 Cell PDQ - 32706 (SAP 111450)



Product Number	Product Description	Pieces	UPC
32706	Betty Crocker Halloween 6 Cell	12	0 71169 32706 2
	Total Pieces	12	

Assembled Dimensions

Depth: 12.88"

Width: 9.38"

Height: 4.00"



*Render only; Not final display graphics

Halloween Clip Strips



27579 (SAP 108952) - BC Small Eyeballs Clip - Strip 6 strips/12 pieces

Product Number	Product Description	Pieces	UPC
27579	Betty Crocker Small Eyeballs Clip Strip	72	0 71169 22642 6
Total Pieces		72	

Assembled Dimensions

Depth: 1.00"

Width: 3.00"

Height: 30.50"



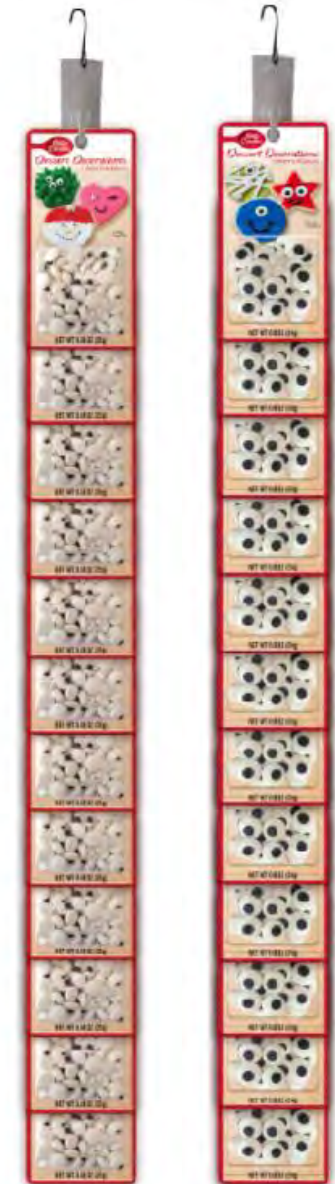
4 00 71169 27579 8

27664 (SAP 109008) - BC Large Eyeballs Clip Strip – 6 strips/12 pieces

Product Number	Product Description	Pieces	UPC
27664	Betty Crocker Large Eyeballs Clip Strip	72	0 71169 24816 9
Total Pieces		72	



4 00 71169 27664 1



*Render only; Not final display graphics



Halloween Clip Strips



25645 (SAP 108079) - BC Eyeballs No Fade Liner Clip Strip – 6 strips/12 pieces

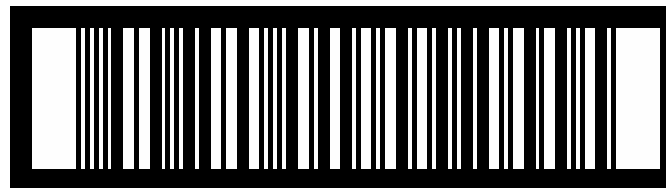
Product Number	Product Description	Pieces	UPC
25645	Betty Crocker Eyeballs No Fade Liner Clip Strip	72	0 71169 24815 2
	Total Pieces	72	

Assembled Dimensions

Depth: 2.25"

Width: 4.00"

Height: 29.25"



4 00 71169 25645 2



**Render only; Not final display graphics*



Christmas Displays



BC Christmas Thematics Shipper - 32703 (SAP 111399)



Product Number	Product Description	Pieces	UPC
32442	Betty Crocker Winter Mix Fusion Décor Pouch	6	0 71169 32442 9
32446	Betty Crocker Writing Icing Winter Colors	5	0 71169 32446 7
32445	Betty Crocker Writing Icing Holiday Colors	5	0 71169 32445 0
32441	Betty Crocker Holiday Mix Fusion Décor Pouch	6	0 71169 32441 2
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	6	0 71169 22642 6
70002	Betty Crocker Cookie Icing - Blue	4	0 71169 70002 5
70003	Betty Crocker Cookie Icing - Red	8	0 71169 70003 2
70004	Betty Crocker Cookie Icing - White	16	0 71169 70004 9
70005	Betty Crocker Cookie Icing - Green	4	0 71169 70005 6
	Total Pieces	60	

Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.50"



4 00 71169 32703 9



*Render only; Not final display graphics

BC Christmas Large Core Shipper - 33906 (SAP 112098)



Product Number	Product Description	Pieces	UPC
82406	Betty Crocker Decorating Tips - 8 Pack	24	0 71169 82406 6
74007	Betty Crocker Writing Gel - Black	10	0 71169 74007 6
74003	Betty Crocker Writing Gel - Red	16	0 71169 74003 8
74005	Betty Crocker Writing Gel - Green	16	0 71169 74005 2
81058	Betty Crocker Writing Icing - Classic	5	0 71169 81058 8
73004	Betty Crocker Tube Icing - White	16	0 71169 73004 6
73005	Betty Crocker Tube Icing - Green	24	0 71169 73005 3
73003	Betty Crocker Tube Icing - Red	24	0 71169 73003 9
73002	Betty Crocker Tube Icing - Blue	8	0 71169 73002 2
76000	Betty Crocker Gel Food Color - Classic	22	0 71169 76000 5
	Total Pieces	165	



Assembled Dimensions

Depth: 19.00"

Width: 20.25"

Height: 54.00"



4 00 71169 33906 3

*Render only; Not final display graphics



BC Christmas Small Core Shipper - 25647 (SAP 108102)



Product Number	Product Description	Pieces	UPC
74007	Betty Crocker Writing Gel - Black	5	0 71169 74007 6
74003	Betty Crocker Writing Gel - Red	8	0 71169 74003 8
74005	Betty Crocker Writing Gel - Green	8	0 71169 74005 2
71020	Betty Crocker Sugar - Red	8	0 71169 71020 8
71025	Betty Crocker Sugar - Green	4	0 71169 71025 3
71015	Betty Crocker Nonpareils	4	0 71169 71015 4
82406	Betty Crocker Variety Decorating Tips - 8 Pack	4	0 71169 82406 6
73004	Betty Crocker Tube Icing - White	4	0 71169 73004 6
73005	Betty Crocker Tube Icing - Green	4	0 71169 73005 3
73003	Betty Crocker Tube Icing - Red	4	0 71169 73003 9
76000	Betty Crocker Gel Food Color - Classic	7	0 71169 76000 5
70004	Betty Crocker Cookie Icing - White	8	0 71169 70004 9
70003	Betty Crocker Cookie Icing - Red	4	0 71169 70003 2
70005	Betty Crocker Cookie Icing - Green	4	0 71169 70005 6
Total Pieces		76	



Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.00"



4 00 71169 25647 6

*Render only; Not final display graphics

BC Christmas Cookie Icing Shipper - 25653 (SAP 108081)



Product Number	Product Description	Pieces	UPC
70004	Betty Crocker Cookie Icing - White	28	0 71169 70004 9
70003	Betty Crocker Cookie Icing - Red	20	0 71169 70003 2
70005	Betty Crocker Cookie Icing - Green	18	0 71169 70005 6
70002	Betty Crocker Cookie Icing - Blue	8	0 71169 70002 5
	Total Pieces	74	

Assembled Dimensions

Depth: 19.00"

Width: 18.25"

Height: 58.00"



4 00 71169 25653 7



*Render only; Not final display graphics

BC Christmas Décor Shipper 288 Ct - 35231 (SAP 112670)



Product Number	Product Description	Pieces	UPC
71020	Betty Crocker Sugar - Red	84	0 71169 71020 8
71025	Betty Crocker Sugar - Green	84	0 71169 71025 3
71015	Betty Crocker Rainbow Nonpareils	48	0 71169 71015 4
71040	Betty Crocker Rainbow Sprinkles	48	0 71169 71040 6
71035	Betty Crocker Cinnamon Imperials	24	0 71169 71035 2
	Total Pieces	288	

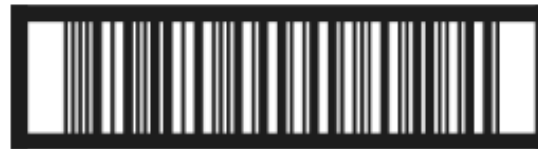


Assembled Dimensions

Depth: 19.00"

Width: 18.25"

Height: 50.25"



4 00 71169 35231 4

**Render only; Not final display graphics*

BC Christmas Décor Shipper 192 Ct - 25655 (SAP 108108)



Product Number	Product Description	Pieces	UPC
71020	Betty Crocker Sugar - Red	54	0 71169 71020 8
71025	Betty Crocker Sugar - Green	54	0 71169 71025 3
71015	Betty Crocker Nonpareils	40	0 71169 71015 4
71035	Betty Crocker Cinnamon Imperials	12	0 71169 71035 2
81033	Betty Crocker Jingle Mix Nonpareils	16	0 71169 81033 5
71040	Betty Crocker Rainbow Sprinkles	16	0 71169 71040 6
	Total Pieces	192	



Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.00"



4 00 71169 25655 1



*Render only; Not final display graphics

BC Christmas Décor Shipper 144 Ct - 27839 (SAP 109117)



Product Number	Product Description	Pieces	UPC
71020	Betty Crocker Sugar - Red	36	0 71169 71020 8
71025	Betty Crocker Sugar - Green	36	0 71169 71025 3
71015	Betty Crocker Rainbow Nonpareils	18	0 71169 71015 4
81033	Betty Crocker Jingle Mix Nonpareils	18	0 71169 81033 5
81324	Betty Crocker Cupcake Gems - Red/Green Pearls	12	0 71169 81324 4
71002	Betty Crocker Cupcake Gems - Gold Sugar	12	0 71169 71002 4
71003	Betty Crocker Cupcake Gems - Silver Sugar	12	0 71169 71003 1
Total Pieces		144	

Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.00"



4 00 71169 27839 3



*Render only; Not final display graphics

BC Christmas Decorating Icing Shipper - 33905 (SAP 112096)



Product Number	Product Description	Pieces	UPC
27384	Betty Crocker Decorating Icing - White	18	0 71169 27384 0
27385	Betty Crocker Decorating Icing - Red	9	0 71169 27383 3
27383	Betty Crocker Decorating Icing - Green	9	0 71169 27385 7
82406	Betty Crocker Decorating Tips - 8 Pack	12	0 71169 82406 6
	Total Pieces	48	

Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 41.50"



4 00 71169 33905 6



*Render only; Not final display graphics

BC Christmas Décor Tub Shipper - 25659 (SAP 108083)



Product Number	Product Description	Pieces	UPC
71302	Betty Crocker Holly Berry Décors	30	0 71169 71302 5
71303	Betty Crocker Festive Trees Décors	30	0 71169 71303 2
	Total Pieces	60	



Assembled Dimensions

Depth: 19.00"

Width: 18.25"

Height: 50.25"



4 00 71169 25659 9



**Render only; Not final display graphics*

BC Christmas Cupcake Liner Shipper - 33401 (SAP 111874)



Product Number	Product Description	Pieces	UPC
12949	Betty Crocker White Cupcake Liner	24	0 71169 12949 9
12959	Betty Crocker White Mini Cupcake Liners	12	0 71169 12959 8
33399	Betty Crocker Metallic Red No Fade Liners	5	0 71169 33399 5
33398	Betty Crocker Metallic Green No Fade Liners	5	0 71169 33398 8
33397	Betty Crocker Plaid Christmas No Fade Liners	5	0 71169 33397 1
27476	Betty Crocker Contemporary Christmas No Fade Liners	5	0 71169 27476 2
	Total Pieces	56	



Assembled Dimensions

Depth: 19.00"

Width: 18.25"

Height: 50.25"



4 00 71169 33401 3



*Render only; Not final display graphics

BC Christmas Half Pallet - 33405 (SAP 112397)



**Assembled
Dimensions**
Depth: 23.00"
Width: 48.00"
Height: 60.00"

Product Number	Product Description	Pieces	UPC
12949	Betty Crocker Cupcake Liners - White	36	0 71169 12949 9
12959	Betty Crocker Mini Liner - Strip	24	0 71169 12959 8
27476	Betty Crocker No Fade Liner - Contemporary Christmas	12	0 71169 27476 2
70002	Betty Crocker Cookie Icing - Blue	12	0 71169 70002 5
70003	Betty Crocker Cookie Icing - Red	32	0 71169 70003 2
70004	Betty Crocker Cookie Icing - White	34	0 71169 70004 9
70005	Betty Crocker Cookie Icing - Green	30	0 71169 70005 6
71001	Betty Crocker Cupcake Gems - Classic Pearls	24	0 71169 71001 7
71002	Betty Crocker Cupcake Gems - Gold Sugar	24	0 71169 71002 4
71003	Betty Crocker Cupcake Gems - Silver Sugar	24	0 71169 71003 1
71015	Betty Crocker Rainbow Nonpareils	48	0 71169 71015 4
71020	Betty Crocker Sugar - Red	92	0 71169 71020 8
71025	Betty Crocker Sugar - Green	92	0 71169 71025 3
71035	Betty Crocker Cinnamon Imperials	24	0 71169 71035 2
33387	Betty Crocker White Shimmer Sugar	24	0 71169 33387 2
71058	Betty Crocker Sugar - Peppermint Flavored	24	0 71169 71058 1
81033	Betty Crocker Jingle Mix Nonpareils	24	0 71169 81033 5
81039	Betty Crocker Snowflake Décor Mix	18	0 71169 81039 7
73003	Betty Crocker Tube Icing - Red	34	0 71169 73003 9
73004	Betty Crocker Tube Icing - White	12	0 71169 73004 6
73005	Betty Crocker Tube Icing - Green	32	0 71169 73005 3
73002	Betty Crocker Tube Icing - Blue	12	0 71169 73002 2
74002	Betty Crocker Writing Gel - Blue	24	0 71169 74002 1
74003	Betty Crocker Writing Gel - Red	36	0 71169 74003 8
74004	Betty Crocker Writing Gel - White	24	0 71169 74004 5
74005	Betty Crocker Writing Gel - Green	36	0 71169 74005 2
74007	Betty Crocker Writing Gel - Black	36	0 71169 74007 6
75004	Betty Crocker Decorating Tips - 4 Pack	24	0 71169 75004 4
82406	Betty Crocker Decorating Tips - 8 Pack	24	0 71169 82406 6
76000	Betty Crocker Gel Food Color - Classic	24	0 71169 76000 5
27383	Betty Crocker Decorating Icing - Red	13	0 71169 27383 3
27384	Betty Crocker Decorating Icing - White	16	0 71169 27384 0
27385	Betty Crocker Decorating Icing - Green	13	0 71169 27385 7
77811	Betty Crocker Icing 8.4oz Can - Red	10	0 71169 77811 6
77804	Betty Crocker Icing 8.4oz Can - White	12	0 71169 77804 8
77805	Betty Crocker Icing 8.4oz Can - Bright Green	6	0 71169 77805 5
28652	Betty Crocker Christmas 6 Cell	24	0 71169 28652 9
Total Pieces		1010	



4 00 71169 33405 1

*Render only; Not final display graphics

BC Christmas Quarter Pallet - 32862 (SAP 111528)



**Assembled
Dimensions**
Depth: 19.50"
Width: 19.50"
Height: 56.00"

Product Number	Product Description	Pieces	UPC
70003	Betty Crocker Cookie Icing - Red	18	0 71169 70003 2
70005	Betty Crocker Cookie Icing - Green	9	0 71169 70005 6
70004	Betty Crocker Cookie Icing - White	18	0 71169 70004 9
70002	Betty Crocker Cookie Icing - Blue	9	0 71169 70002 5
70011	Betty Crocker Cookie Icing - Cream Cheese	8	0 71169 70011 7
70009	Betty Crocker Cookie Icing - Milk Chocolate	8	0 71169 70009 4
77811	Betty Crocker Icing 8.4oz Can - Red	10	0 71169 77811 6
77804	Betty Crocker Icing 8.4oz Can - White	12	0 71169 77804 8
77805	Betty Crocker Icing 8.4oz Can - Bright Green	6	0 71169 77805 5
71020	Betty Crocker Sugar - Red	36	0 71169 71020 8
71025	Betty Crocker Sugar - Green	36	0 71169 71025 3
71040	Betty Crocker Rainbow Sprinkles	10	0 71169 71040 6
71058	Betty Crocker Sugar - Peppermint Flavored	10	0 71169 71058 1
81033	Betty Crocker Jingle Mix Décor	10	0 71169 81033 5
71035	Betty Crocker Cinnamon Imperials	20	0 71169 71035 2
81034	Betty Crocker Holly berry Sequins	10	0 71169 81034 2
81039	Betty Crocker Snowflake Décor	20	0 71169 81039 7
71010	Betty Crocker Décor - Chocolate Sprinkles	22	0 71169 71010 9
71015	Betty Crocker Nonpareils	36	0 71169 71015 4
81058	Betty Crocker 4Pk Writing Icing Classic	18	0 71169 81058 8
74005	Betty Crocker Writing Gel - Green	24	0 71169 74005 2
74007	Betty Crocker Writing Gel - Black	12	0 71169 74007 6
74003	Betty Crocker Writing Gel - Red	24	0 71169 74003 8
76000	Betty Crocker Gel Food Color - Classic	18	0 71169 76000 5
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	24	0 71169 22642 6
Total Pieces		428	



4 00 71169 32862 3

*Render only; Not final display graphics

BC Christmas Cookie Icing & Décor PDQ - 32185 (SAP 111379)



Assembled Dimensions

Depth: 9.00"
Width: 18.38"
Height: 5.38"

Product Number	Product Description	Pieces	UPC
70004	Betty Crocker Cookie Icing - White	6	0 71169 70004 9
70003	Betty Crocker Cookie Icing - Red	5	0 71169 70003 2
70005	Betty Crocker Cookie Icing - Green	4	0 71169 70005 6
76000	Betty Crocker Gel Food Color - Classic	7	0 71169 76000 5
71020	Betty Crocker Sugar - Red	6	0 71169 71020 8
71025	Betty Crocker Sugar - Green	6	0 71169 71025 3
81033	Betty Crocker Jingle Mix Nonpareils	6	0 71169 81033 5
Total Pieces		40	



4 00 71169 32185 3

*Render only; Not final display graphics



BC Christmas Cookie Icing & Eyeballs PDQ - 31242 (SAP 110903)



Product Number	Product Description	Pieces	UPC
22642	Betty Crocker Candy Shop Décors - Candy Eyeballs	7	0 71169 22642 6
70003	Betty Crocker Cookie Icing - Red	5	0 71169 70003 2
70005	Betty Crocker Cookie Icing - Green	5	0 71169 70005 6
70004	Betty Crocker Cookie Icing - White	5	0 71169 70004 9
Total Pieces		22	

Assembled Dimensions

Depth: 9.25"
Width: 11.63"
Height: 7.00"



4 00 71169 31242 4



*Render only; Not final display graphics

BC Christmas Cookie Icing 3-Facing PDQ - 23791 (SAP 106850)



Assembled Dimensions

Depth: 9.63"
 Width: 8.13"
 Height: 7.13"

Product Number	Product Description	Pieces	UPC
70003	Betty Crocker Cookie Icing - Red	6	0 71169 70003 2
70005	Betty Crocker Cookie Icing - Green	6	0 71169 70005 6
70004	Betty Crocker Cookie Icing - White	6	0 71169 70004 9
Total Pieces		18	



4 00 71169 23791 8

*Render only; Not final display graphics



BC Christmas 6 Cell PDQ - 31249 (SAP 110924)



Assembled Dimensions

Depth: 12.88"

Width: 9.38"

Height: 4.00"

Product Number	Product Description	Pieces	UPC
28652	Betty Crocker Christmas 6 Cell	12	0 71169 28652 9
	Total Pieces	12	



4 00 71169 31249 3

*Render only; Not final display graphics



BC Gel Food Color Classic PDQ - 23792 (SAP 106851)



Product Number	Product Description	Pieces	UPC
76000	Betty Crocker Gel Food Color - Classic	24	0 71169 76000 5
	Total Pieces	24	

Assembled Dimensions

Depth: 7.75"

Width: 13.13"

Height: 6.75"



4 00 71169 23792 5



BC Christmas Cupcake Gems PDQ - 23793 (SAP 106852)



Product Number	Product Description	Pieces	UPC
81324	Betty Crocker Cupcake Gems – Red/Green Pearls	18	0 71169 81324 4
71002	Betty Crocker Cupcake Gems - Gold Sugar	18	0 71169 71002 4
71003	Betty Crocker Cupcake Gems - Silver Sugar	18	0 71169 71003 1
71001	Betty Crocker Cupcake Gems – Classic Pearls	18	0 71169 71001 7
	Total Pieces	72	



Assembled Dimensions

Depth: 9.88"

Width: 19.13"

Height: 9.00"



*Render only; Not final display graphics



BC Holiday Fusion PDQ - 34989 (SAP 112629)



Assembled Dimensions

Depth: 9.00"

Width: 12.63"

Height: 5.13"

Product Number	Product Description	Pieces	UPC
32442	Betty Crocker Winter Mix Fusion Décor Pouch	6	0 71169 32442 9
32441	Betty Crocker Holiday Mix Fusion Décor Pouch	6	0 71169 32441 2
32446	Betty Crocker Writing Icing Winter Colors	6	0 71169 32446 7
32445	Betty Crocker Writing Icing Holiday Colors	6	0 71169 32445 0
	Total Pieces	24	



4 00 71169 34989 5



BC Cookie Icing Bonus Pack - 30270 (SAP 110260)



Product Number	Product Description	Pieces	UPC
30270	Betty Crocker Cookie Icing Bonus Pack	12	0 71169 30270 0
	Total Pieces	12	

Carton Dimensions

Depth: 2.13"

Width: 3.88"

Height: 7.63"



4 00 71169 30270 8



*Render only; Not final display graphics

Holiday Clip Strips



76900 (SAP S7690000) – BC Gel Food Color Clip Strip – 4 strips/12 pieces

Product Number	Product Description	Pieces	UPC
76900	Betty Crocker Gel Food Color - Classic	48	0 71169 76000 5
Total Pieces		48	

Cartoned Dimensions

Depth: 1.00"
Width: 4.13"
Height: 29.25"



4 00 71169 76900 6

33729 (SAP 112113) – BC Seasonal Fusion Sprinkles Clip Strip – 2 strips/12 pieces

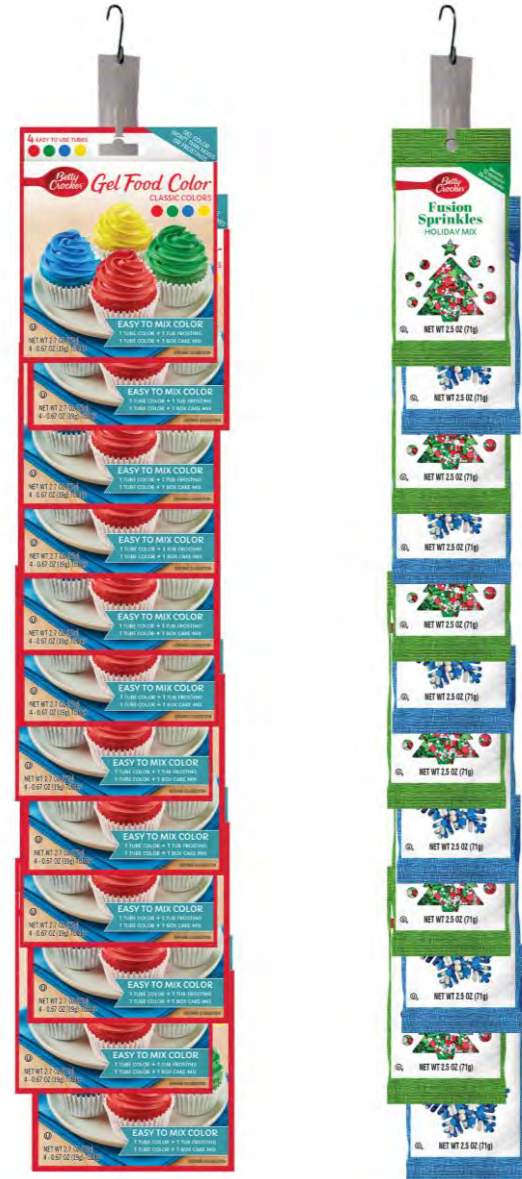
Product Number	Product Description	Pieces	UPC
32441	Betty Crocker Holiday Fusion Pouch	12	0 71169 32441 2
32442	Betty Crocker Winter Fusion Pouch	12	0 71169 32442 9
Total Pieces		24	

Pouched Dimensions

Depth: 1.00"
Width: 3.00"
Height: 30.00"



4 00 71169 33729 8



*Render only; Not final display graphics

Holiday Clip Strips



27579 (SAP 108952) – BC Small Eyeballs Clip Strip – 6 strips/12 pieces

Product Number	Product Description	Pieces	UPC
27579	Betty Crocker Small Eyeballs Clip Strip	72	0 71169 22642 6
Total Pieces		72	



4 00 71169 27579 8

Assembled Dimensions

Depth: 1.00"

Width: 3.00"

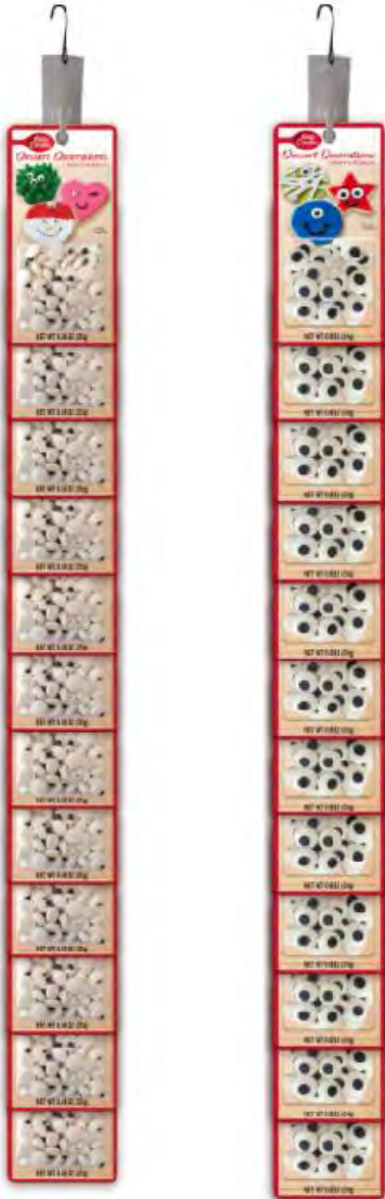
Height: 30.50"

27664 (SAP 109008) – BC Large Eyeballs Clip Strip – 6 strips/12 pieces

Product Number	Product Description	Pieces	UPC
27664	Betty Crocker Large Eyeballs Clip Strip	72	0 71169 24816 9
Total Pieces		72	



4 00 71169 27664 1



*Render only; Not final display graphics



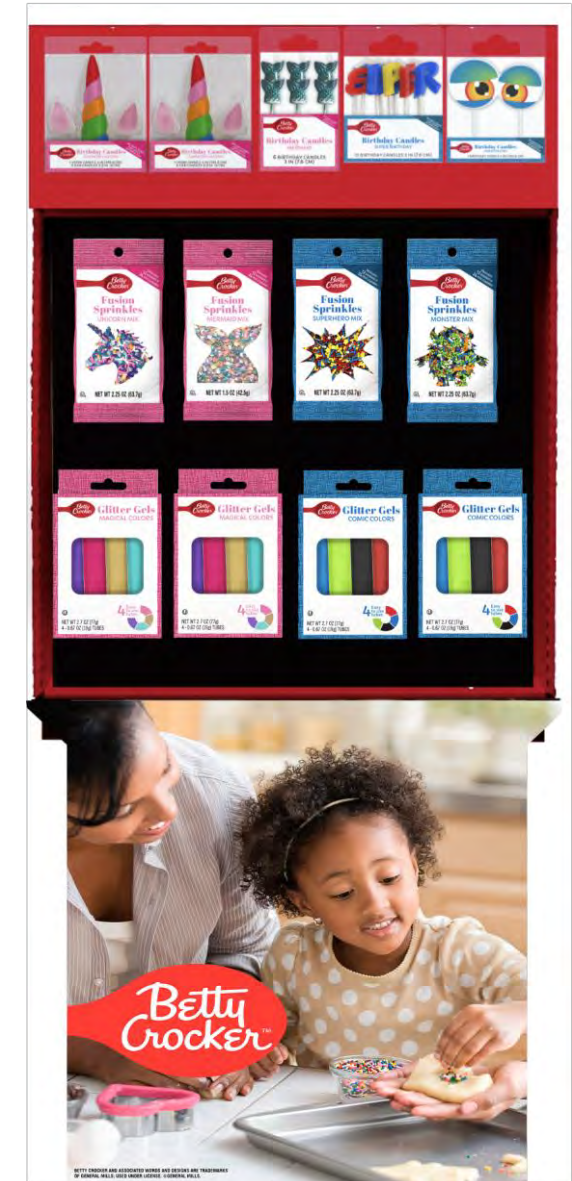
Everyday Innovation Displays



BC Everyday Thematics Shipper - 32757 (SAP 111453)

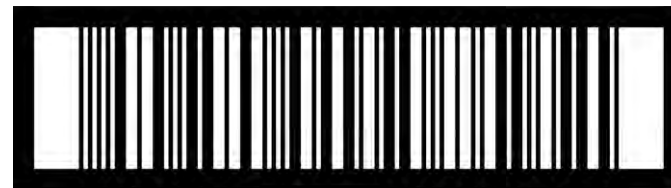


Product Number	Product Description	Pieces	UPC
32278	Betty Crocker Premium Unicorn Candle	6	0 71169 32278 4
32277	Betty Crocker Premium Mermaid Candle	6	0 71169 32277 7
32276	Betty Crocker Premium Monster Candle	6	0 71169 32276 0
32275	Betty Crocker Premium Super-Hero Candle	6	0 71169 32275 3
32253	Betty Crocker Super-Hero Fusion Décor Pouch	6	0 71169 32253 1
32252	Betty Crocker Unicorn Fusion Décor Pouch	6	0 71169 32252 4
32251	Betty Crocker Mermaid Fusion Décor Pouch	6	0 71169 32251 7
32250	Betty Crocker Monster Fusion Décor Pouch	6	0 71169 32250 0
32280	Betty Crocker Glitter Gel Magical Color	10	0 71169 32280 7
32279	Betty Crocker Glitter Gel Comic Color	10	0 71169 32279 1
	Total Pieces	68	



Assembled Dimensions

Depth: 15.50"
 Width: 18.25"
 Height: 41.50"



4 00 71169 32757 2

*Render only; Not final display graphics



BC Birthday Shipper - 33522 (SAP 111909)



Product Number	Product Description	Pieces	UPC
27386	Betty Crocker Decorating Icing - Blue	4	0 71169 27386 4
27387	Betty Crocker Decorating Icing - Pink	4	0 71169 27387 1
27384	Betty Crocker Decorating Icing - White	4	0 71169 27384 0
27383	Betty Crocker Decorating Icing - Red	4	0 71169 27383 3
81058	Betty Crocker 4pk Writing Icing - Classic	6	0 71169 81058 8
30535	Betty Crocker Metallic Happy Birthday Candle	6	0 71169 30535 0
30534	Betty Crocker Metallic YAY Candle	6	0 71169 30534 3
30580	Betty Crocker Rainbow Happy Birthday Candle	12	0 71169 30580 0
33389	Betty Crocker 7 oz Tub Sprinkles- Unicorn Mix	12	0 71169 33389 6
82406	Betty Crocker Decorating Tips Variety Pack	6	0 71169 82406 6
	Total Pieces	64	

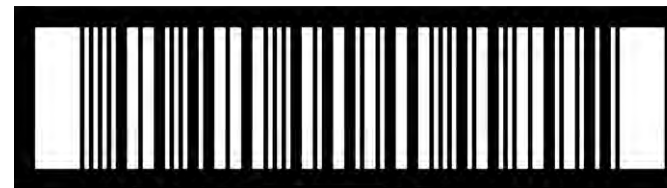


Assembled Dimensions

Depth: 15.50"

Width: 18.25"

Height: 44.00"



4 00 71169 33522 5



BC Parlor Perfect Shipper - 27711 (SAP 109146)



Product Number	Product Description	Pieces	UPC
71400	Betty Crocker Confetti Sprinkles	24	0 71169 71400 8
26042	Betty Crocker Rainbow Nonpareils	6	0 71169 26042 0
71403	Betty Crocker Chocolate Sprinkles	18	0 71169 71403 9
	Total Pieces	48	

Assembled Dimensions

Depth: 19.00"

Width: 18.25"

Height: 50.25"



**Render only; Not final display graphics*



BC Sweet Toppings Shipper - 79172 (SAP S7917200)



Product Number	Product Description	Pieces	UPC
71200	Betty Crocker Sweet Toppings - Chocolate Sprinkles	26	0 71169 71200 4
71201	Betty Crocker Sweet Toppings - Rainbow Carousel Mix	38	0 71169 71201 1
	Total Pieces	64	



Assembled Dimensions

Depth: 22.00"

Width: 19.25"

Height: 37.50"



**Render only; Not final display graphics*

BC Gel Food Color Classic PDQ - 23792 (SAP 106851)



Assembled Dimensions

Depth: 7.75"

Width: 13.13"

Height: 6.75"

Product Number	Product Description	Pieces	UPC
76000	Betty Crocker Gel Food Color - Classic	24	0 71169 76000 5
	Total Pieces	24	



4 00 71169 23792 5



BC Assorted Gel Food Color PDQ Tray - 32398 (SAP 111376)



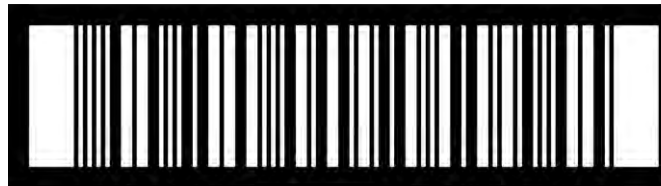
Product Number	Product Description	Pieces Per Display	UPC
76000	Betty Crocker Gel Food Colors - Classic	12	0 71169 76000 5
76010	Betty Crocker Gel Food Colors – Neon	6	0 71169 76010 4
28649	Betty Crocker Gel Food Colors – Pastel	6	0 71169 28649 9
	Total Pieces	24	

Assembled Dimensions

Depth: 6.38"

Width: 17.13"

Height: 5.13"



4 00 71169 32398 7

*Render only; Not final display graphics



BC Classic/Neon Gel Food Color PDQ Tray - 36462 (SAP 113246)

New for
2024!



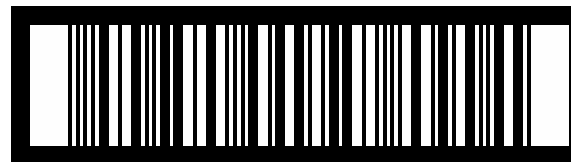
Product Number	Product Description	Pieces Per Display	UPC
76000	Betty Crocker Gel Food Colors - Classic	12	0 71169 76000 5
76010	Betty Crocker Gel Food Colors - Neon	12	0 71169 76010 4
Total Pieces		24	

Assembled Dimensions

Depth: 6.38"

Width: 17.13"

Height: 5.13"



4 00 71169 36462 1

*Render only; Not final display graphics⁵¹

