



# Minis 10pk

Available  
now





# NEW! CLIF Minis 10 packs

## What problem are we solving?



Some consumers say the current 68g bar is too large \*



Multipacks are the category value driver



For non-athletes, a smaller bite-sized bar is a more convenient format creating more eating occasions



\* Consumer focus group feedback

UK Multipack sector 4x bigger than Singles\*\*

Total category hit by the pandemic but Multipacks performing 2.5x better than Singles\*\*

\*\* UK IRI Data: MAT 13/6/21 v PY





# NEW! CLIF Minis 10 packs

## Reasons To Believe



### Minis are incremental sales:

Half of US Minis shoppers ONLY buy Minis



### Keep consumers from leaking:

Minis attract new households



### Valuable shoppers - US Minis shoppers spend nearly 2x the category average

\$88 Vs. the category average of \$48



Available in all 3 top selling CLIF Bar flavours



10 x 28g pack – perfect for lunch boxes



## Features & Benefits

- 10 x 28g bars
- MINI BUT MIGHTY with 4–5g of protein
- PERFECT SNACK for a mini adventure with only 100–110 calories
- ENERGY YOU CAN FEEL GOOD ABOUT since these bars are made with organic rolled oats
- AVAILABLE IN CLASSIC FAVOURITE FLAVOURS
  - White Chocolate Macadamia
  - Crunchy Peanut Butter
  - Chocolate Chip
- RRP £9.99 for 10 pack
- RRP £1.15-£1.20 individually



SOURCE: IRI TOTAL US MULO, MINI'S PACK SIZE CY 2015-CY 2019

SOURCE: IRI TOTAL US GROCERY LATEST 24 WEEKS ENDING 02.23.20

SOURCE: Numerator; 52 Weeks Ending 4/30/20



# Minis - £5.15

Chocolate Chip



Item # 553000

Bars per box: 10

Boxes per case: 9

Crunchy Peanut Butter



Item # 553001

Bars per box: 10

Boxes per case: 9

White Chocolate Macadamia Nut



Item # 553002

Bars per box: 10

Boxes per case: 9