



THE #1 MEAT SNACK¹ IN THE U.S. IS NOW IN CANADA!

YOU'RE WELCOME

CAPITALIZING ON CATEGORY AND CONSUMER TRENDS:

MEAT SNACKS IS ONE OF THE **FASTEST GROWING** CATEGORIES IN CANADA.

3 OUT OF EVERY 5 MEAT SNACK STICKS SOLD IN THE U.S. ARE **SLIM JIM**.²

SLIM JIM CONTINUES TO GROW IN THE U.S. **+9% 3-YR CAGR**.³

EDGY PERSONALITY MAKES SLIM JIM **BIG WITH THE YOUNGER GENERATION**. PERFECT FOR COLLEGES AND UNIVERSITIES!



SLIM JIM GIANT ORIGINAL	6/24/28g
SLIM JIM GIANT MILD	6/24/28g
SLIM JIM GIANT TABASCO	6/24/28g
SLIM JIM MONSTER ORIGINAL	6/18/55g
SLIM JIM MONSTER TABASCO	6/18/55g
SLIM JIM MILD BEEF N' CHEESE	6/18/42g



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Source: ¹ IRI 52 Weeks ending 01/21/2018.

^{2,3} IRI MULCO+C Sales CY14 – CY16; 16-074 Meat Snacks AAU – Final Report 2016 *Meat Snacks Category Users; n=1,005