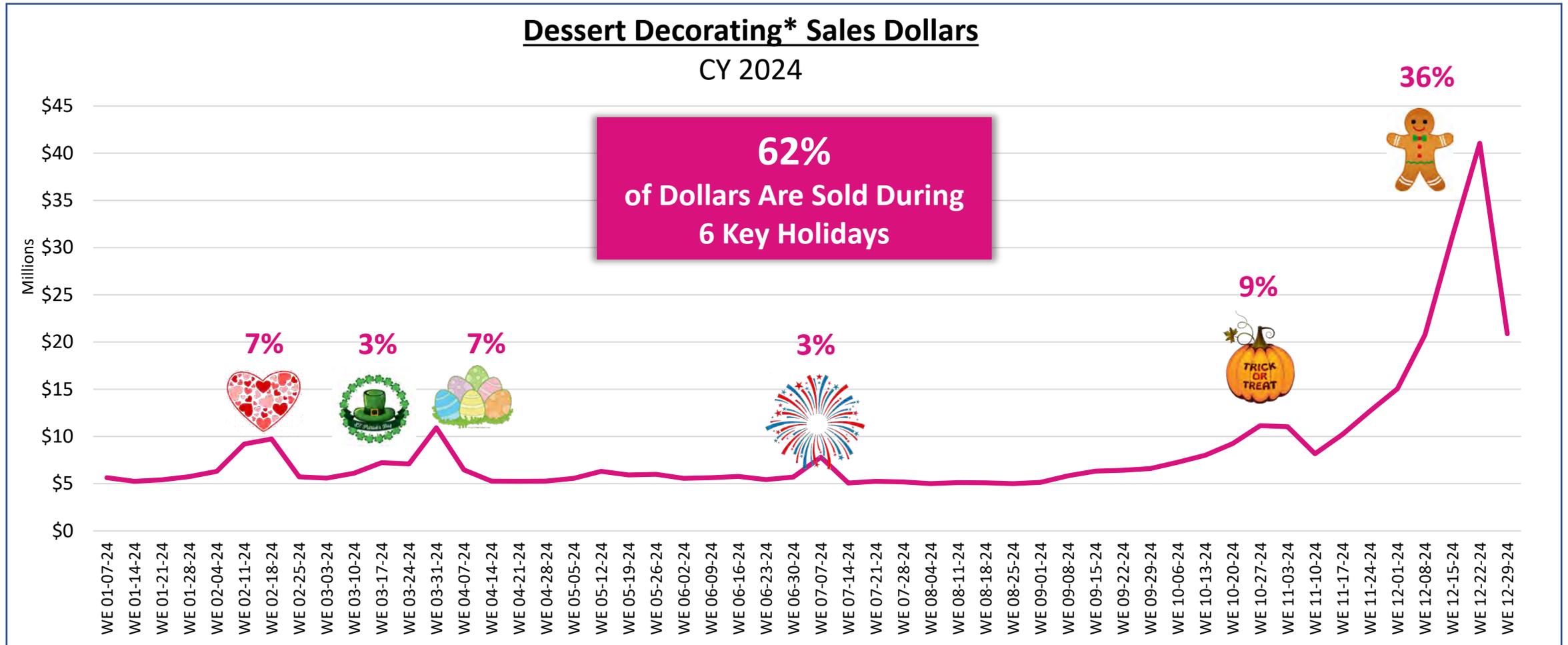




Back Half 2026 Display Presentation



Capturing Increased Demand At Holidays Is Critical



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

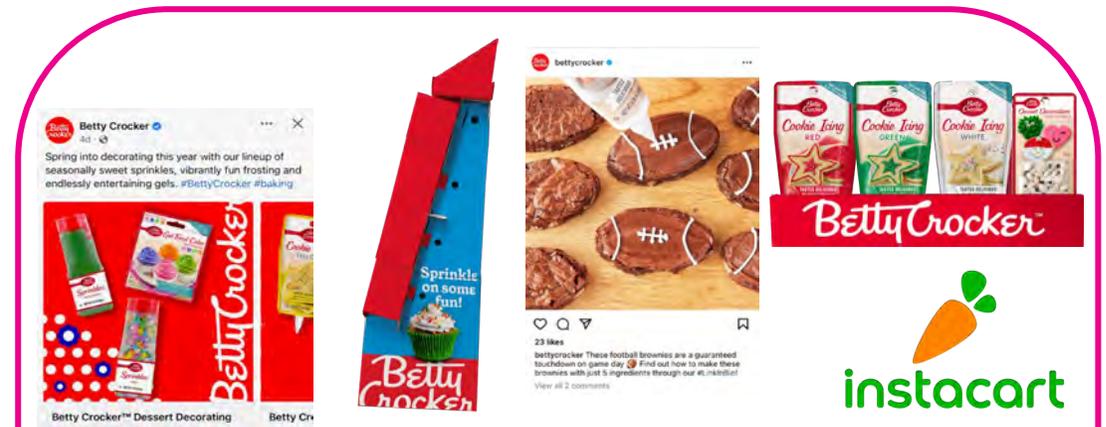


Signature Brands Strategic Category Vision Poised To Drive Long Term Category Growth



Convert bakers to decorators

- 38.6MM household opportunities
- Promote with host baking mixes
- Brand Activation & Partnership with host category



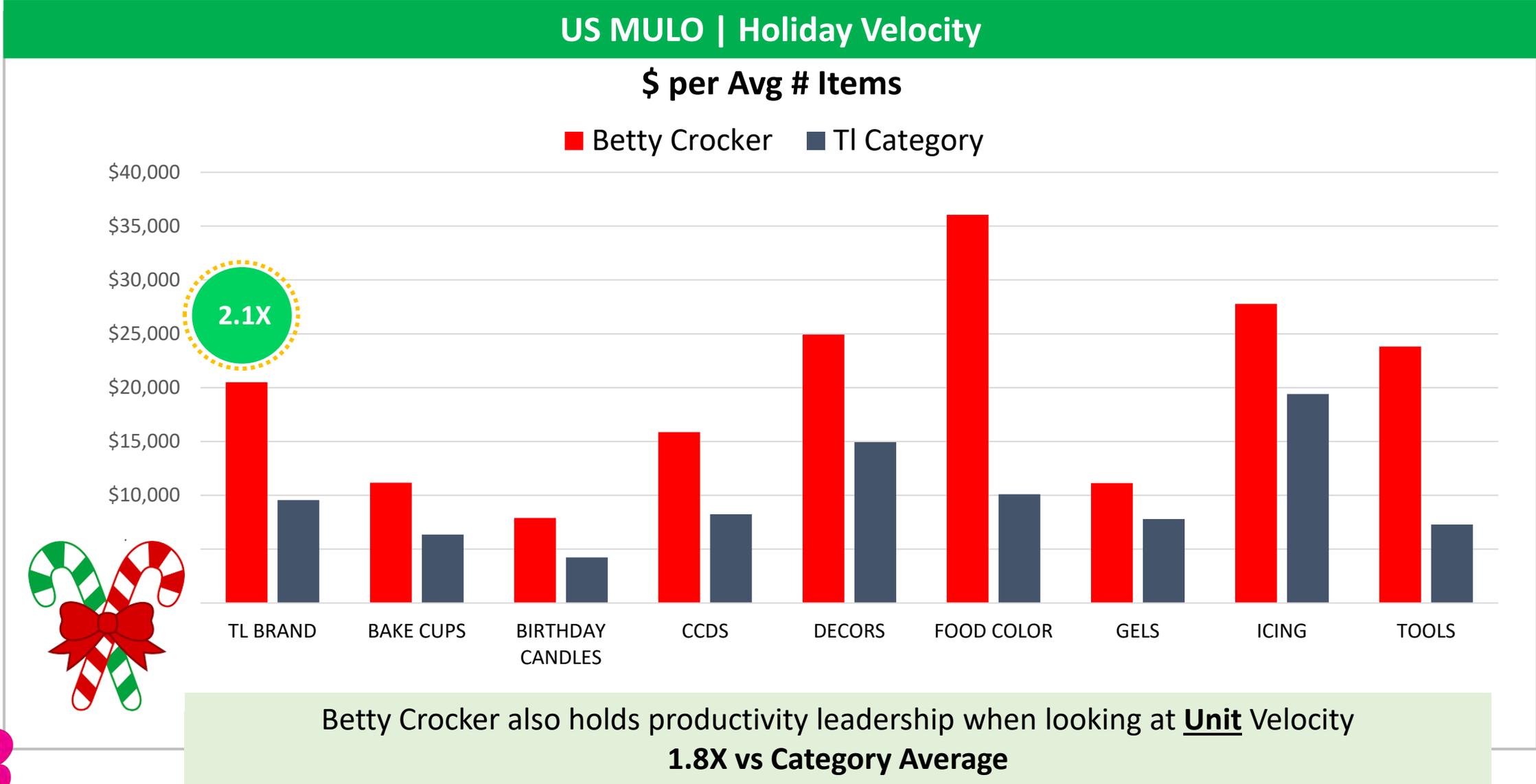
Interrupt consumers & drive incremental usage

- Display, Display, Display!
 - 62% of Decorating sales are sold at Holiday
- Meet the consumer where they're shopping with digital & social activation strategy



- Strong collaboration across total Betty Crocker brand
- Social & Digital Activation, leveraging reach of Betty Crocker brand
- Promotional & Online Engagement strategy

Betty Crocker Is The Most Productive Brand During Holidays



**Halloween & Harvest
Displays**



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	

Assembled Dimensions

Depth: 19.00"
Width: 18.25"
Height: 50.25"



4 00 71169 29019 7



*Render only; Not final display graphics

BC Halloween Large Core Shipper – 27651 (SAP 108996)



Coupon Tie-in

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"



*Render only; Not final display graphics



Coupon Expiration Date: 12/31/2026
 25 Coupons per Tear Pad



BC Halloween Cookie Icing Small Core Shipper – 37770 (SAP 114331)



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	8	0 71169 81199 8
76010	Betty Crocker Gel Food Color - Neon	7	0 7116976010 4
70004	Betty Crocker Cookie Icing - White	12	0 71169 70004 9
70008	Betty Crocker Cookie Icing - Orange	8	0 71169 70008 7
70007	Betty Crocker Cookie Icing - Black	8	0 71169 70007 0
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"



*Render only; Not final display graphics



BC Halloween Decorating Icing Shipper – 36463 (SAP 113248)

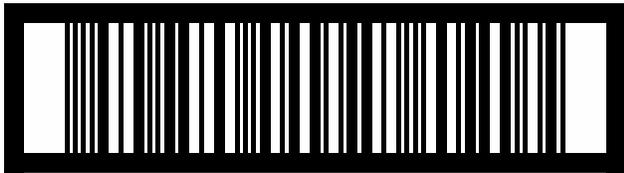


Product Number	Product Description	Pieces	UPC
82406	Betty Crocker Decorating Tips - 8 Pack Variety	4	0 71169 82406 6
73007	Betty Crocker Tube Icing - Black	8	0 71169 73007 7
73008	Betty Crocker Tube Icing - Orange	8	0 71169 73008 4
73004	Betty Crocker Tube Icing - White	12	0 71169 73004 6
73005	Betty 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 Small Core Shipper – 27657 (SAP 109002)

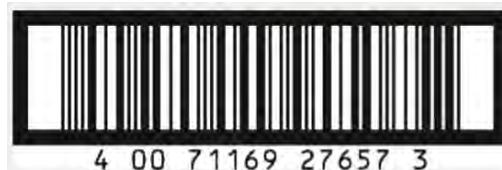


Product Number	Product Description	Pieces	UPC
74007	Betty Crocker Writing Gel - Black	7	0 71169 74007 6
74008	Betty Crocker Writing Gel - Orange	7	0 71169 74008 3
74004	Betty Crocker Writing Gel - White	7	0 71169 74004 5
81198	Betty Crocker Sugar - Orange	8	0 71169 81198 1
81199	Betty Crocker Sugar - 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"



*Render only; Not final display graphics

BC Halloween Thematics Shipper – 32702 (SAP 111400)

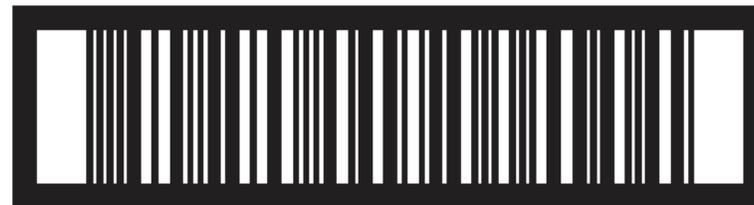


Product Number	Product Description	Pieces	UPC
32447	Betty Crocker Glitter Gel Seasonal Color	10	0 71169 32447 4
32444	Betty Crocker Harvest Mix Fusion Décor Pouch	6	0 71169 32444 3
32443	Betty Crocker Halloween Mix Fusion Décor Pouch	12	0 71169 32443 6
12949	Betty Crocker Cupcake Liners - White	6	0 71169 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 Cookie Icing & Décor PDQ – 32420 (SAP 111378)



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
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	



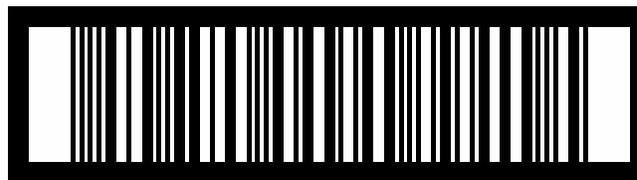
BC Halloween Cookie Icing & Eyeballs PDQ – 31243 (SAP 110902)



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 PDQ – 79096 (SAP 100121)

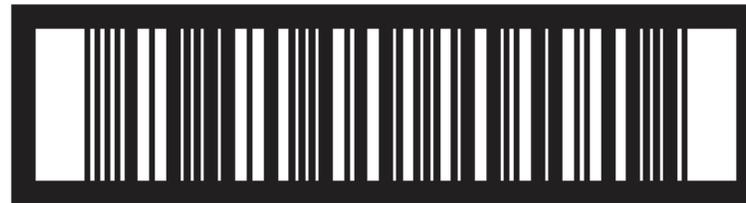


Product Number	Product Description	Pieces	UPC
70007	Betty Crocker Cookie Icing - Black	8	0 71169 70007 0
70008	Betty Crocker Cookie Icing - Orange	8	0 71169 70008 7
	Total Pieces	16	



Assembled Dimensions

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



4 00 71169 79096 3

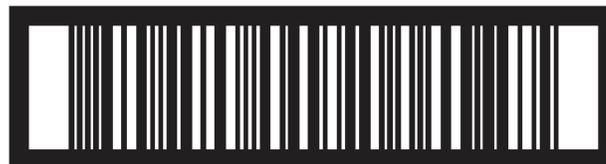
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BC Halloween 6 Cell PDQ – 32706 (SAP 111450)



Assembled Dimensions
 Depth: 12.88"
 Width: 9.38"
 Height: 4.00"

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



4 00 71169 32706 0

*Render only; Not final display graphics



BC 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"

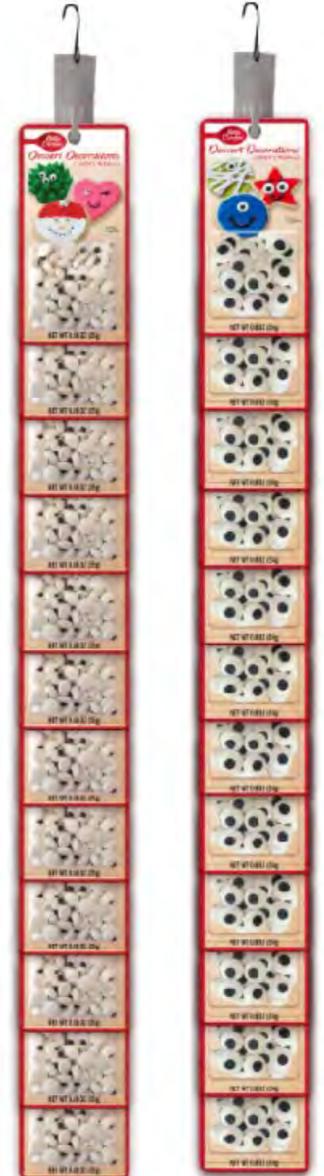


27664 (SAP 109008) - BC Large Eyeballs Clip Strip – 6 strips/12 pieces

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



*Render only; Not final display graphics



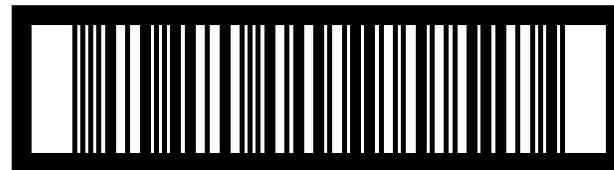
BC Autumn Fusion PDQ – 34193 (SAP 112315)



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	

Assembled Dimensions

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



4 00 71169 34193 6

**Render only; Not final display graphics*

Christmas Displays



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"



**Render only; Not final display graphics*



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"



*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 27385 7
27383	Betty Crocker Decorating Icing - Green	9	0 71169 27383 3
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"



*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 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"



Coupon Tie-in



Coupon Expiration Date: 12/31/2026
 25 Coupons per Tear Pad



*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 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"



*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"



**Render only; Not final display graphics*



BC Icing & Flavored Sugar Christmas Shipper – 39401 (SAP 115245)

Betty Crocker™

New!

Product Number	Product Description	Pieces	UPC
39049	Betty Crocker Flavored Sugar- Cinnamon Roll	8	0 71169 39049 3
39054	Betty Crocker Flavored Sugar- Peppermint	8	0 71169 39054 7
39051	Betty Crocker Flavored Sugar- Salted Caramel	8	0 71169 39051 6
82406	Betty Crocker 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
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	56	



Assembled Dimensions

Depth: 15.50"
 Width: 18.25"
 Height: 41.00"



BC Christmas Half Pallet – 33405 (SAP 112397)



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	



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

*Render only; Not final display graphics



BC Christmas Quarter Pallet – 32862 (SAP 111528)



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	

Assembled Dimensions

Depth: 19.50"
Width: 19.50"
Height: 56.00"



*Render only; Not final display graphics

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



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	

Assembled Dimensions

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



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



BC Christmas Flavored Sugar PDQ - 39902 (SAP 115405)



Product Number	Product Description	Pieces	UPC
39049	Betty Crocker Flavored Sugar- Cinnamon Roll	10	0 71169 39049 3
39051	Betty Crocker Flavored Sugar- Salted Caramel	10	0 71169 39051 6
39052	Betty Crocker Flavored Sugar- Vanilla Bean	5	0 71169 39052 3
39054	Betty Crocker Flavored Sugar- Peppermint	5	0 71169 39054 7
	Total Pieces	30	



Assembled Dimensions
 Depth: 11.13"
 Width: 10.00"
 Height: 4.50"



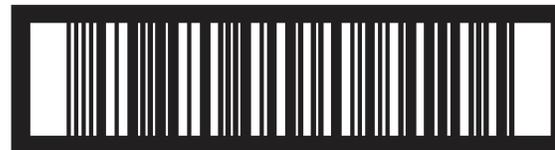
BC Christmas Cupcake Gems PDQ – 23793 (SAP 106852)



These items have **20% higher velocity** vs. total Decors during Holidays

Assembled Dimensions
 Depth: 9.88"
 Width: 19.13"
 Height: 9.00"

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	



4 00 71169 23793 2

*Render only; Not final display graphics

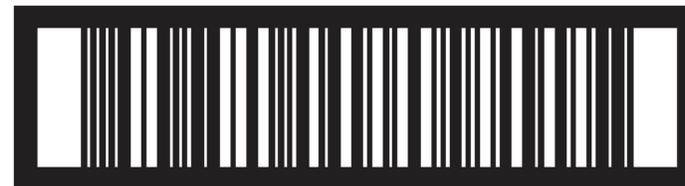


BC Gel Food Color Classic PDQ – 23792 (SAP 106851)



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 6 Cell PDQ – 31249 (SAP 110924)

Betty Crocker™



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

Assembled Dimensions

Depth: 12.88"
 Width: 9.38"
 Height: 4.00"



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	



BC Holiday Clip Strips



76900 (SAP S7690000) – BC Gel Food Color Clip Strip – 6 strips/8 pieces

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

Carton 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

BC 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	

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	



*Render only; Not final display graphics

