First Half 2026 Display Presentation

Displays Extremely Important To Dessert Decorating

Category Role within Store Demands In-Store Interruptions
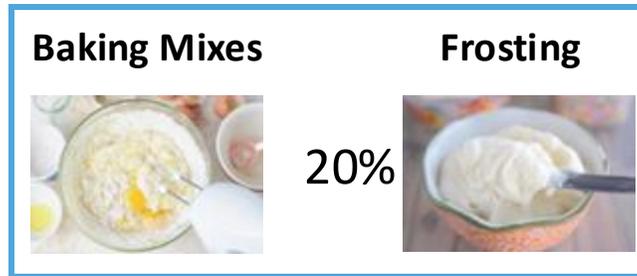
58%

of Edible Dessert Decorating purchases are **reminded in-store** or **impulse**

2x Profit of Center Store Baking Counterparts

Avg Retailer Margin % by Category

Baking Mixes   **Frosting**

20%

Dessert Decorating

40%

Ensure Adequate Days of Supply During High Volume Periods

Avg Lift in U/S/W for Edible Segments during Holiday vs. 'Everyday'

209%   242%   408%   1787%
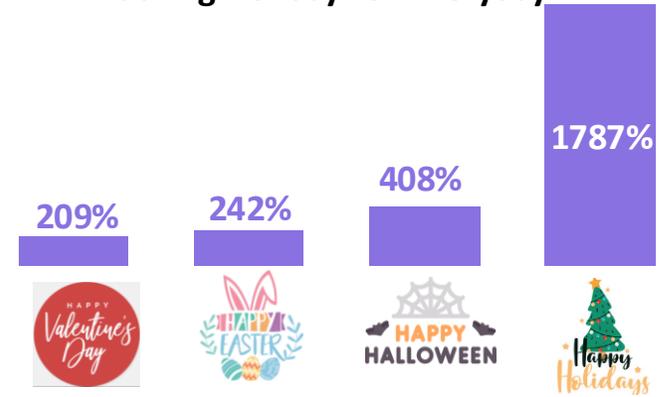
383%

lift in % units sold on display during Q4 Holidays

Powerful, Consumer Focused Activation Plan to Drive Continued Demand

Social & Digital
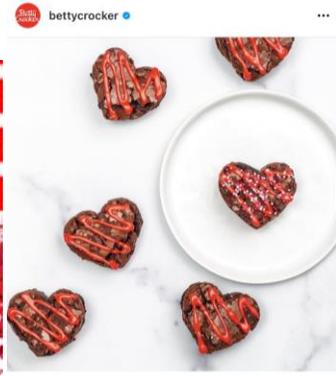
Branding Updates

In-Aisle Display

Valentine's Day Displays

SIGNATURE BRANDS, LLC

Betty Crocker Valentines Seq Tub 72ct Shipper- 36832 (SAP 113368)

Product Number	Product Description	Pieces Per Display
36683	Betty Crocker Valentines Seq Tub (7.5 oz size)	72
	Total Pieces	**72**

6

Render only; Not final display graphics

BC Valentine Core Shipper – 33170 (SAP 111713)

Product Number	Product Description	Pieces Per Display
74004	Betty Crocker Writing Gel - White	6
74003	Betty Crocker Writing Gel - Red	8
71020	Betty Crocker Sugar - Red	9
81056	Betty Crocker Sugar - Pink	9
81206	Betty Crocker Valentine Nonpareils - Red/White/Pink	4
81205	Betty Crocker Valentine Hearts - Red/White/Pink	4
82406	Betty Crocker Decorating Tips - 8 Pack	12
12949	Betty Crocker White Cupcake Liner	6
70003	Betty Crocker Cookie Icing - Red	8
70004	Betty Crocker Cookie Icing - White	8
76000	Betty Crocker Gel Food Color - Classic	6
27387	Betty Crocker Decorating Icing - Pink	9
27384	Betty Crocker Decorating Icing - White	6
27383	Betty Crocker Decorating Icing - Red	3
81058	Betty Crocker Writing Icing Classic	4
	Total Pieces	**102**

4 00 71169 33170 8

Assembled Dimensions
Depth: 19.00"
Width: 18.25 "
Height: 54.00"

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BC Valentine Small Core Shipper – 31965 (SAP 111219)

Product Number	Product Description	Pieces Per Display
74001	Betty Crocker Writing Gel - Pink	5
74003	Betty Crocker Writing Gel - Red	8
74004	Betty Crocker Writing Gel - White	8
81206	Betty Crocker Valentine Nonpareils - Red/White/Pink	8
81056	Betty Crocker Sugar - Pink	8
82202	Betty Crocker Cupcake Gems - Valentine Pearls - Rd/Pink/Wte	8
81205	Betty Crocker Valentine Hearts - Red/White/Pink	4
76000	Betty Crocker Gel Food Color - Classic	5
82406	Betty Crocker Decorating Tips - 8 Pack	4
73003	Betty Crocker Tube Icing - Red	4
73004	Betty Crocker Tube Icing - White	4
73001	Betty Crocker Tube Icing - Pink	4
70003	Betty Crocker Cookie Icing - Red	4
70004	Betty Crocker Cookie Icing - White	4
70001	Betty Crocker Cookie Icing - Pink	4
	Total Pieces	**82**

4 00 71169 31965 2

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

8

*Render only; Not final display graphics

BC Valentine Décor Tray- 26752 (SAP 108616)

Product Number	Product Description	Pieces Per Display
81205	Betty Crocker Valentine Hearts - Red/White/Pink	12
81206	Betty Crocker Valentine Nonpareils - Red/White/Pink	12
82202	Betty Crocker Cupcake Gems - Valentine Pearls - Rd/Pink/Wte	18
81056	Betty Crocker Sugar - Pink	12
71020	Betty Crocker Sugar - Red	18
	Total Pieces	**72**

4 00 71169 26752 6

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

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BC Valentine PDQ Tray – 30499 (SAP 110448)

Product Number	Product Description	Pieces Per Display
70004	Betty Crocker Cookie Icing - White	7
70003	Betty Crocker Cookie Icing - Red	8
71020	Betty Crocker Sugar - Red	6
81056	Betty Crocker Sugar - Pink	6
81206	Betty Crocker Valentine Nonpareils - Red/White/Pink	6
76000	Betty Crocker Gel Food Color - Classic	7
	Total Pieces	**40**

4 00 71169 30499 3

Assembled Dimensions
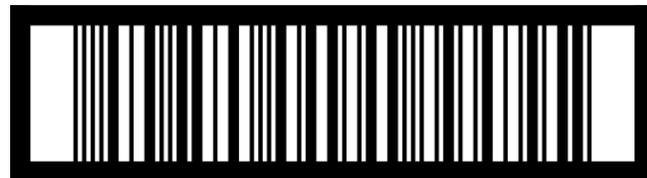**Depth: 9.00"**
Width: 18.38"
Height: 5.38"

Render only; Not final display graphics

BC Pink and White Cookie Icing + Eyeballs PDQ Tray – 31244 (SAP 110901)

Product Number	Product Description	Pieces Per Display
22642	Betty Crocker Candy Shop Décors - Candy Eyeballs	7
70001	Betty Crocker Cookie Icing - Pink	5
70004	Betty Crocker Cookie Icing - White	10
	Total Pieces	**22**

4 00 71169 31244 8

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

Render only; Not final display graphics

BC Valentines 6 – Cell PDQ Tray – 32705 (SAP 111716)

Product Number	Product Description	Pieces Per Display
32705	Betty Crocker Valentine 6 Cell	12
	Total Pieces	12

4 00 71169 32705 3

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

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BC Cookie Icing Red & White Shelf Tray - 79093 (SAP S79093)

Product Number	Product Description	Pieces Per Display
70003	Betty Crocker Cookie Icing - Red	8
70004	Betty Crocker Cookie Icing - White	8
	Total Pieces	16

4 00 71169 79093 2

Assembled Dimensions
Depth: 11.63"
Width: 5.75"
Height: 7.13"

Render only; Not final display graphics

13

Easter Displays

SIGNATURE BRANDS, LLC

BC Easter Core Shipper – 33169 (111712)

Product Number	Product Description	Pieces Per Display
74001	Betty Crocker Writing Gel - Pink	7
74007	Betty Crocker Writing Gel - Black	8
74002	Betty Crocker Writing Gel - Blue	6
81056	Betty Crocker Sugar - Pink	4
71015	Betty Crocker Rainbow Nonpareils	8
71055	Betty Crocker Decorating Stars	4
71040	Betty Crocker Rainbow Sprinkles	8
76010	Betty Crocker Gel Food Color - Neon	4
76000	Betty Crocker Gel Food Color - Classic	8
28649	Betty Crocker Gel Food Color - Pastel	4
82406	Betty Crocker Decorating Tips - 8 Pack	9
27387	Betty Crocker Decorating Icing - Pink	4
27385	Betty Crocker Decorating Icing - Green	6
27384	Betty Crocker Decorating Icing - White	8
70004	Betty Crocker Cookie Icing - White	9
22642	Betty Crocker Candy Shop Decors - Candy Eyeballs	7
12949	Betty Crocker White Cupcake Liner	6
	Total Pieces	**110**

4 00 71169 33169 2

Assembled Dimensions
Depth: 19.00"
Width: 18.25 "
Height: 54.00"

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BC Easter Small Core Shipper – 35730 (SAP 112969)

Product Number	Product Description	Pieces Per Display
70001	Betty Crocker Cookie Icing - Pink	4
70004	Betty Crocker Cookie Icing - White	8
71001	Betty Crocker Cupcake Gems - Classic Pearls	4
81242	Betty Crocker Polka Dot Nonpareils	4
82406	Betty Crocker Decorating Tips - 8 Pack	5
71025	Betty Crocker Sugar - Green	4
81056	Betty Crocker Sugar - Pink	4
73001	Betty Crocker Tube Icing - Pink	4
73004	Betty Crocker Tube Icing - White	4
73005	Betty Crocker Tube Icing - Green	4
74001	Betty Crocker Writing Gel - Pink	7
74004	Betty Crocker Writing Gel - White	7
74005	Betty Crocker Writing Gel - Green	7
76000	Betty Crocker Gel Food Color - Classic	4
76010	Betty Crocker Gel Food Color - Neon	4
	Total Pieces	**74**

4 00 71169 35730 2

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

*Render only; Not final display graphics

Product Number	Product Description	Pieces Per Display
70004	Betty Crocker Cookie Icing - White	10
70005	Betty Crocker Cookie Icing - Green	5
71015	Betty Crocker Rainbow Nonpareils	6
71055	Betty Crocker Decorating Stars	6
71040	Betty Crocker Rainbow Sprinkles	6
76000	Betty Crocker Gel Food Color - Classic	7
	Total Pieces	**40**

4 00 71169 30531 0

Assembled Dimensions
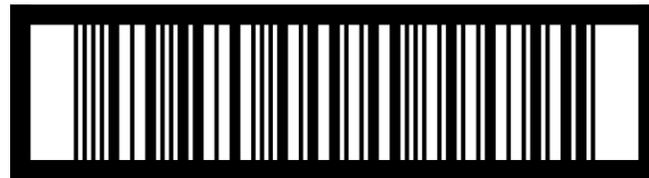**Depth: 9.00"**
Width: 18.38"
Height: 5.38"

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BC Pink and White Cookie Icing + Eyeballs PDQ Tray – 31244 (SAP 110901)

Product Number	Product Description	Pieces Per Display
22642	Betty Crocker Candy Shop Décors - Candy Eyeballs	7
70001	Betty Crocker Cookie Icing - Pink	5
70004	Betty Crocker Cookie Icing - White	10
	Total Pieces	**22**

4 00 71169 31244 8

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

Render only; Not final display graphics

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

Product Number	Product Description	Pieces Per Display
76000	Betty Crocker Gel Food Colors - Classic	12
76010	Betty Crocker Gel Food Colors - Neon	6
28649	Betty Crocker Gel Food Colors - Pastel	6
	Total Pieces	**24**

4 00 71169 32398 7

Assembled Dimensions
Depth: 6.38"
Width: 17.13"
Height: 5.13"

Render only; Not final display graphics

Product Number	Product Description	Pieces Per Display
32399	Betty Crocker Easter 6 Cell	12
	Total Pieces	**12**
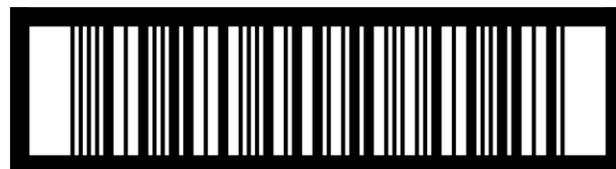
4 00 71169 32400 7

Assembled Dimensions
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Width: 9.38"
Height: 4.00"

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