

# Simply Cheetos Puffs White Cheddar



- The #1 Brand\* in Cheese Puffs, Cheetos, now with elevated health credentials:
  - No Artificial Preservatives, Flavors or Colors
  - Gluten Free
  - NO MSG Added
- SIMPLY is resonating with consumers; sales are 122 vs YAG in Retail.
- Perfect for Millennial Moms who value “clean & simple” snacking options.
- Qualifies to be merchandised in incremental locations to core Cheetos on the Hello Goodness Snack Rack available now!

Source: SDW Tkt Sales