

CHATTANOOGA BAKERY, INC.

Product Mix Overview





Chattanooga Bakery, Inc. History



Chattanooga Bakery, Inc. is founded as an offshoot of the mill, launching over 100 cookie and cake items under the Lookout® brand name



The first of many MoonPie care packages are shipped to soldiers in WWII



1888

1917

1951



1902

1942

William A. Campbell founds Mountain City Milling Company, a regional flour producer

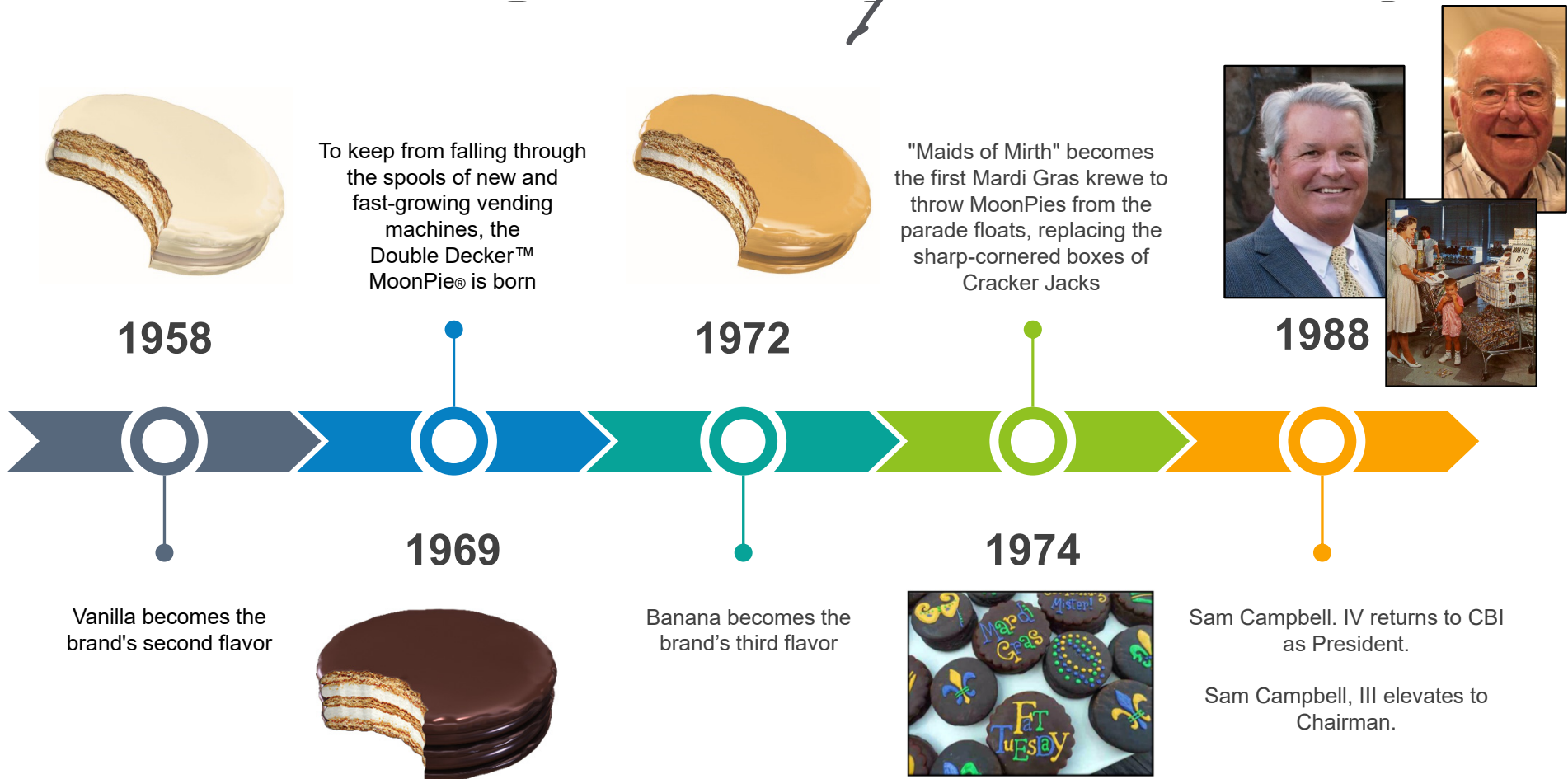


After a KY coal miner asked CBI salesman Earl Mitchell for a snack "as big as the moon," Earl saw our factory workers dipping graham crackers into marshmallow on break. A few months later, the MoonPie® was born

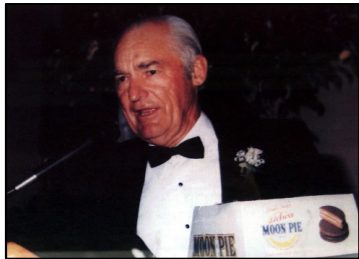


Honky Tonk country music artist Big Bill Lister records "R.C. Cola & a MoonPie," an instant hit the births the quintecessential Southern duo

Chattanooga Bakery, Inc. History



Chattanooga Bakery, Inc. History



John C. Campbell II
returns to CBI
as H.R. Manager

1990



1994

www.moonpie.com
Is launched



1996



Sam Walton, founder of Wal-Mart,
names MoonPie the company's
first "VPI" (volume producing
item) promotional item at a store
managers meeting



1991

The town of Bell Buckle, TN
(pop. 543) holds the first
"RC / MoonPie" festival, now
among the South's Top 10
annual festivals



1995

Lo-Fat MoonPie
is introduced

Chattanooga Bakery, Inc. History



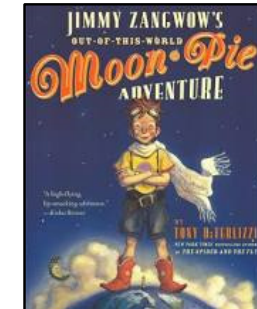
1998

MoonPie featured prominently in feature film "The Green Mile" starring Tom Hanks, one of many Hollywood cameos for the brand



2000

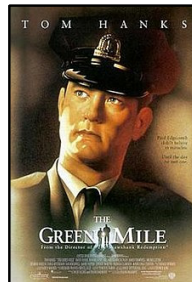
MoonPie achieves its first "Million Pies a Day" mark in production



2000



Responding to mom feedback that MoonPie was "too much" for her kids, the Mini MoonPie® is born



1999

MoonPie partners with NASCAR®, becoming the Official Snack Cake of NASCAR as NASCAR turns 50



2000

Simon & Schuster debuts their award-winning children's hardback book, "Jimmy Zangwow's Out-of-this-World MoonPie Adventure" by Tony DiTerlizzi

Chattanooga Bakery, Inc. History



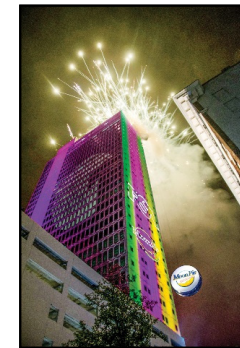
2001

MoonPie appears on The Oprah Winfrey Show™ in an episode entitled "What Makes America, America"



2008

Augusta National Golf Club invites MoonPie to be the first snack brand to carry its Master's® logo in concession stands on the grounds



2009



FullMoons™, the brand's first dual-filled item, is introduced in a Vanilla-Raspberry variety



2003

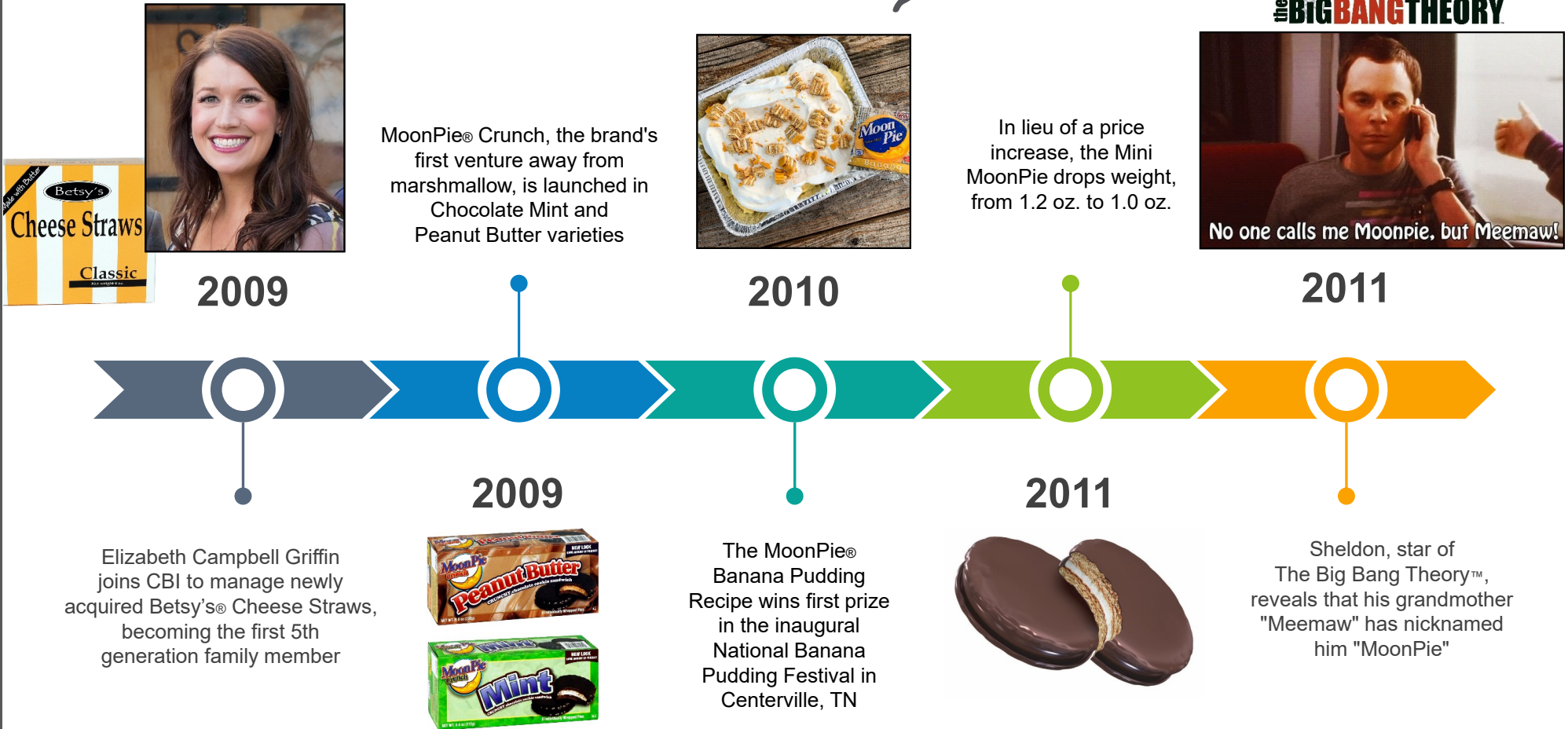
Lemon, Orange and Strawberry flavors are introduced



2009

Mobile, AL holds its inaugural MoonPie Drop on New Years Eve, commemorating its place in history as the birthplace of Mardi Gras in 1703

Chattanooga Bakery, Inc. History



MoonPie® Crunch, the brand's first venture away from marshmallow, is launched in Chocolate Mint and Peanut Butter varieties



In lieu of a price increase, the Mini MoonPie drops weight, from 1.2 oz. to 1.0 oz.



No one calls me Moonpie, but Meemaw!



Chattanooga Bakery, Inc. History



2012

The first MoonPie General Store opens in Charleston, SC

Salted Caramel flavor is introduced



2013



Company's core values are put to paper:

- Lives by the Golden Rule
- Is a Team Player
- Gets the Job Done Right
- Understands, or Asks

2014

The first MoonPie collectible gift tin is launched as centennial nears



2016



2017

The MoonPie® brand turns 100. Record Sales ensue with the national celebration and a Total Solar Eclipse to top it off.



Chattanooga Bakery, Inc. History

Forbes
Dec 20, 2017, 04:44pm EST

How MoonPie Became The Unexpected Top Social Media Brand Of 2017

Maseena Ziegler
Women@Forbes

MoonPie® represents Tennessee at the White House's "Made in America" Product Showcase



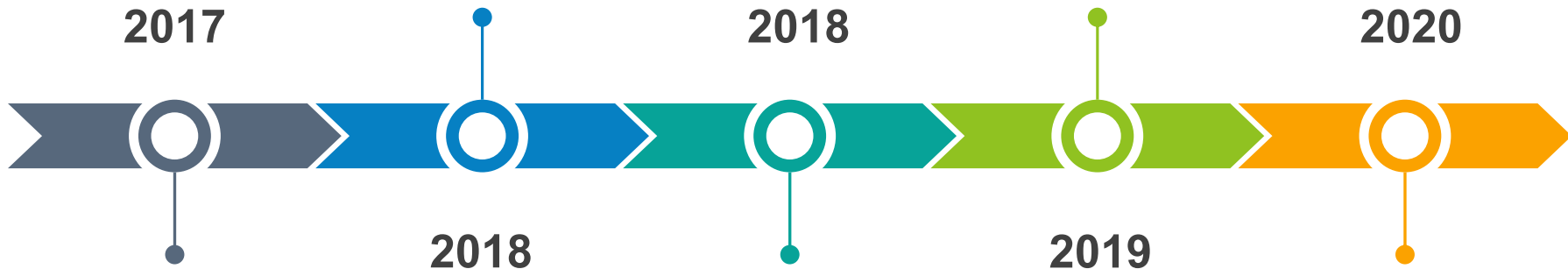
Modern new production line is launched, largest capital investment in company history



2017

2018

2020



MoonPie® named Social Media brand of the year by Forbes Magazine



MoonPie® enters School Fundraising market



Pumpkin Spice and Lemon are added as seasonal LTO's

Chattanooga Bakery, Inc. History



John C. Campbell, II
named President,
Sam Campbell, IV
elevates to Chairman



In response to record
sales, CBI adds 3rd
production shift & LEAN
focus to grow capacity



Mallie
Campbell
joins
company as
Director of
Purchasing

2020

2021

2022

2021

2022

2023

MoonPie®
featured on CBS
Sunday Morning,
"Snacking in the
Pandemic"
episode



Sam
Campbell, V
joins company
as Operations
Director



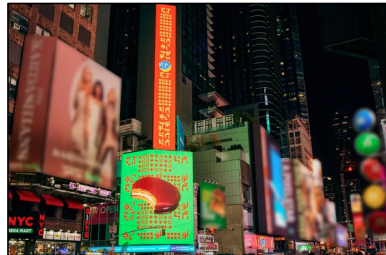
MoonPie®
partners with
NASA® to help
celebrate the
Artemis
program,
America's return
to the moon and
push to Mars



Chattanooga Bakery, Inc. History



Solar Eclipse-themed packaging accompanies PR and Social push for April, 2024 Solar Eclipse



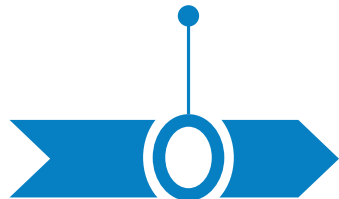
School fundraising channel launches "Patriotic Pies" program, enabling supporters to send a case of MoonPies to deployed US troops



2024



2024



2024



2024



2024



Blueberry added as the next everyday flavor after successful test market and strong customer interest



Outdoor Advertising Campaign targeting Aliens goes viral



Augusta National Golf Club invites MoonPie into "Taste Of The Masters®" Direct Mail program, expanding beyond on-course concessions

out-of-this-world social media

Total TikTok Takeover

- Since July, we've doubled our TikTok following (87k), received 6.3M views, increased to 1.6m likes, and are quickly becoming one of the hottest brands on TikTok.

Forbes

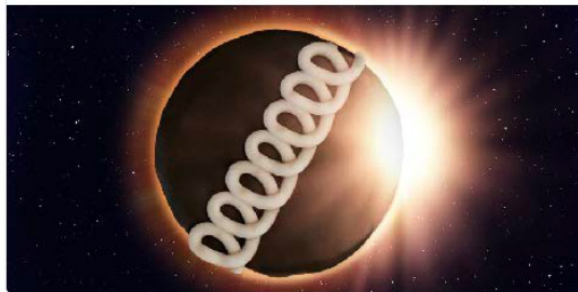
How MoonPie Became The Unexpected Top Social Media Brand Of 2017



Lol ok twitter.com/Hostess_Snacks...

Hostess Snacks @Hostess_Snacks

Hostess has declared Golden CupCakes the official snack cake of the eclipse. #SolarEclipse2017



490K 8:29 AM - Aug 21, 2017

177K people are talking about this

ADWEEK

Brands With Strong Twitter Personalities Stay the Course During Covid-19

Denny's, MoonPie and Wendy's remain authentic and fun in a serious time



Each brand has had a different approach to Twitter during Covid-19, but they've all stayed true. Photo illustration: Trent Joaquin; Sources: Wendy's, NJGov, Denny's, Steak-umm, MoonPie

See MoonPie's Twisted Super Bowl Ad, Which Ran at Gas Stations Across America

Unique media buy for year three of #TheBigThing

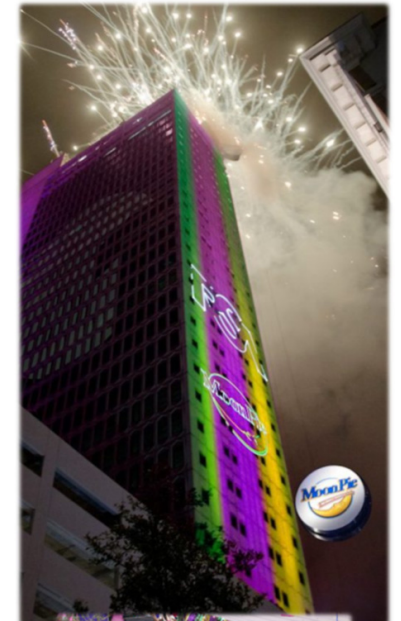
MoonPie Sun Bad Sunscreen

- After years of battling the sun on social media, we launched our biggest attack yet (on the longest day of the year).

MoonPie and Mardi Gras



How Moon Pies Became a Mardi Gras Tradition



“Cracker Jack had long been a popular Mardi Gras throw; it was affordable enough to give away and delicious enough to appeal to most everyone, but the bulky boxes were hard to aim accurately and the corners could be painful when they hit people in the head. It was such a problem that Mobile banned the tossing of Cracker Jack boxes in 1972. Smaller, softer, blessedly round MoonPies were a safer option, *and* they were already a long-cherished Southern delight, so they became the standard sweet treat thrown off of floats in Mobile. Once again, New Orleans followed suit—as did many other cities along the Gulf Coast and across the country. So if you’re in the Big Easy for the occasion, you’re likely to catch at least one MoonPie when you cry, “Throw me something, mister!” And of course, you can still snatch them from the air in Mobile and lots of other Mardi Gras party spots too.”



Sizes

All-Family Appeal

- **Single-Decker**
 - “Just Right for any Appetite”
 - Original size since 1917

- **Double-Decker**
 - “Big Snack, Great Value”
 - Appeals to Men and Teens
 - Introduced in 1964

- **Mini**
 - “The Snack Size MoonPie”
 - Lunchbox, after-school treat, on-the-go snacking
 - Added in 1998, to mom’s delight



- 2.0 oz.
- 3 3/4” diameter
- 4 normal bites

single★
decker



- 2.75 oz.
- 3 3/4” diameter
- 6 hearty bites



- 1.0 oz.
- 2 3/8” diameter
- 4 little bites

minis



MoonPie

The Original S'More



- **Less TIME**
- **Less MONEY**
- **Less MESS**

Often called “the Original S’more,” MoonPie’s chocolaty, marshmallowy, grahamy goodness is “out of this world” when microwaved 7-10 seconds.

Double, Single or Mini : all the S’more goodness, less of everything else!



9 Count Double-Decker Open Top



CHOCOLATE Item #81001



VANILLA Item #81002



BANANA Item #81003



SALTED CARAMEL Item #81008



SPECIFICATIONS

Unit Net Wt:	2.75 oz. / pie
Case Pack:	4/4
Carton Net Wt:	24.75 oz.
Case Dimensions:	13" x 12 1/2" x 13 7/8"
Case Weight:	17.5 lbs.
Case Cube:	1.30
Pallet Pattern:	4 x 5



8 Count Double-Decker Multi Pack



CHOCOLATE Item #64001



VANILLA Item #64002



BANANA Item #64003

SPECIFICATIONS

Unit Net Weight:	2.75 oz. / pie
Case Pack:	8/8
Carton Net Weight:	22.0 oz
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	13.75 lbs.
Pallet Pattern:	10 x 5



**8 Count Double-Decker
also available in
Display Ready Cases**



12 Count Double-Decker Multi Pack



CHOCOLATE Item #72001



VANILLA Item #72002



BANANA Item #72003

SPECIFICATIONS

Unit Net Weight:	2.75 oz. / pie
Case Pack:	6/12
Carton Net Weight:	33.0 OZ
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	15 lbs.
Pallet Pattern:	10 x 5



**12 Count Double-Decker
also available in Display
Ready Cases**



Double-Decker Powerwing / Counter Display



54 ct.



#54904 Shown

SPECIFICATIONS

Item:	54 ct. Double-Decker MoonPie Powerwing / Counter Display	
Popular Flavor	54 Chocolate	#54901
Combos:	36 Chocolate/18 Vanilla	#54902
	36 Chocolate/18 Banana	#54903
	18 Chocolate/18 Vanilla/18 Banana	#54904
Unit Net Wt:	2.75 oz.	
Case Dimensions:	23" x 13" x 11¼"	
Case Cube:	1.77	
Case Weight:	13.5 lbs.	
Pallet Pattern:	6X6	

Assembled Dimensions:
 12 ½" W x 10" Deep x 22 ½" H
 (w/o header). 27 1/2" H with
 header





Double-Decker Displays



#04000 Shown



#03180 Shown

set-up dimensions:
20" x 20^{1/4}" x 60"

set-up dimensions:
22" x 20^{1/4}" x 60"

90 ct. Floor Display

Available in multiple flavor combinations

Case Dimensions: 26^{1/4}" x 20^{1/4}" x 6^{3/4}"
 Case Cube: 2.08
 Case Weight: 21.75 lbs.
 Pallet Pattern: 3x10

180 ct. Floor Display

Available in multiple flavor combinations

Case Dimensions: 26^{1/4}" x 20^{1/4}" x 11^{3/4}"
 Case Cube: 3.61
 Case Weight: 41.0 lbs.
 Pallet Pattern: 3x5



Double-Decker MoonPie®



32/8 Floor Display



SPECIFICATIONS

Item:	32 ct. Double-Decker MoonPie® Floor Display	
Flavor Combos:	32 Chocolate	#32081
	16 Chocolate / 16 Vanilla	#32083
	16 Chocolate / 16 Banana	#32084
	22 Chocolate / 10 Banana	#32085

Unit Net Wt:	22.0 oz. / carton
Case Dimensions:	19¹/₄" x 33¹/₂" x 13³/₄"
Case Cube:	5.13
Case Weight:	54.4 lbs.
Pallet Pattern:	2x4

Assembled Dimensions:
18¹/₂" W x 18" D x 64" H
(with header)

#32084 Shown





Double-Decker Moon Pie® Display-Ready Pallet



8 ct.

SPECIFICATIONS

Pallet Item:	64201
Cases per Pallet:	40 (10x4)
Cartons per Case	8
Cartons per Pallet:	320
Flavor Combos:	Chocolate 8 ct. Double-Decker cartons
Case Dimensions:	17 ¹ / ₄ " x 9" x 13 ¹ / ₂ "
Case Cube:	1.21
Case Weight:	13.75 lbs.
Pallet Dimensions:	48" x 40" x 58"
Pallet Weight:	600 lbs. (including pallet)





Double-Decker MoonPie



Zesty Lemon Spring LTO



1 ct. Double-Decker™ MoonPie®
#81007 4 Lemon



#04207 Shown



40 ct. Double-Decker™ MoonPie® Floor Display

Flavor Combos:

- #09107 40 Lemon
- #09207 30 Lemon / 30 Chocolate
30 Banana
- #09307 30 Lemon / 60 Chocolate

#03297 Shown

180 ct. Double-Decker™ MoonPie® Floor Display

Flavor Combos:

- #03197 180 Lemon
- #03297 60 Lemon / 60 Chocolate
60 Banana
- #03397 90 Lemon / 60 Chocolate
30 Banana



#54971 Shown



54 ct. Double-Decker™ MoonPie® Counter Display

Flavor Combos:

- #54971 27 Chocolate / 27 Lemon
- #54972 18 Lemon / 18 Chocolate
18 Banana



Double-Decker MoonPie



Blueberry Summer LTO



1 ct. Double-Decker™ MoonPie®
#81004 4 Blueberry



180 ct. Double-Decker™ MoonPie® Floor Display
Flavor Combos:

- #03294 180 Blueberry
- #03344 60 Blueberry / 60 Chocolate / 60 Banana
- #03444 40 Blueberry / 60 Chocolate / 30 Banana

#04214 Shown



40 ct. Double-Decker™ MoonPie® Floor Display
Flavor Combos:

- #09114 40 Blueberry
- #09214 30 Blueberry / 30 Chocolate / 30 Banana
- #09314 30 Blueberry / 60 Chocolate

#03294 Shown



#54441 Shown

54 ct. Double-Decker™
MoonPie® Counter Display
Flavor Combos:

- #54441 27 Chocolate / 27 Blueberry
- #54442 18 Blueberry / 18 Chocolate
18 Banana



Double-Decker MoonPie



Pumpkin Spice Fall LTO



4 ct. Double-Decker™ MoonPie®
#81004 4 Pumpkin Spice



#09019 Shown



40 ct. Double-Decker™ MoonPie® Floor Display
Flavor Combos:

- #09019 40 Pumpkin Spice**
- #09029 30 Pumpkin Spice / 30 Chocolate**
30 Salted Caramel
- #09039 30 Pumpkin Spice / 60 Chocolate**
- #09049 30 Pumpkin Spice / 30 Chocolate**
30 Banana

#03229 Shown

180 ct. Double-Decker™ MoonPie® Floor Display
Flavor Combos:

- #03219 180 Pumpkin Spice**
- #03229 60 Pumpkin Spice / 60 Chocolate**
60 Salted Caramel
- #03259 40 Pumpkin Spice / 60 Chocolate**
30 Salted Caramel



#54909 Shown



54 ct. Double-Decker™ MoonPie®
Counter Display

Flavor Combos:

- #54406 18 Pumpkin Spice / 18 Chocolate**
18 Banana
- #54407 27 Chocolate / 27 Pumpkin Spice**
- #54408 18 Pumpkin Spice / 18 Chocolate**
18 Salted Caramel
- #54409 54 Pumpkin Spice**



Single-Decker Multi-Pack

12 ct.

single 
decker



CHOCOLATE Item #14411



VANILLA Item #14412



BANANA Item #14413

SPECIFICATIONS

Unit Net Weight:	2.0 oz. / pie
Case Pack:	8/12
Carton Net Weight:	24.0 oz
Case Dimensions:	17¹/₄" x 9" x 13¹/₂"
Case Cube:	1.21
Case Weight:	14.5 lbs.
Pallet Pattern:	10 x 5



Single-Decker Multi-Pack

6 ct.

single 
decker



CHOCOLATE
Item #24601



VANILLA
Item #24602



BANANA
Item #24603



Single-Decker 6 ct. cartons
also merchandise vertically

SPECIFICATIONS

Unit Net Weight:	2.0 oz. / pie
Case Pack:	16/6
Carton Net Weight:	12.0 oz
Case Dimensions:	17 ^{1/4} " x 9" x 13 ^{1/2} "
Case Cube:	1.21
Case Weight:	15.0 lbs.
Pallet Pattern:	10 x 5



Single-Decker MoonPie®

single
decker

32/12 Floor Display



SPECIFICATIONS

Item:	32 ct. Single-Decker MoonPie® Floor Display	
Flavor Combos:	32 Chocolate	#32121
	20 Chocolate / 12 Vanilla	#32123
	20 Chocolate / 12 Banana	#32124

Unit Net Wt:	24.0 oz. / carton
Case Dimensions:	19 ¹ / ₄ " x 33 ¹ / ₂ " x 13 ³ / ₄ "
Case Cube:	5.13
Case Weight:	63.0 lbs.
Pallet Pattern:	2x4

Assembled Dimensions:
18¹/₂" W x 18" D x 64" H
(with header)

#32124 Shown





Single-Decker MoonPie®

12 ct. Collectible Gift Tin

single★
decker



SPECIFICATIONS

Item #: 14491
Flavor: Chocolate

Tin Net Weight: 24.0 oz
Case Pack: 8/12
Case Dimensions: 17^{1/4}” x 9” x 13^{1/2}”
Case Cube: 1.21
Case Weight: 18.0 lbs.
Pallet Pattern: 10 x 5

SPECIFICATIONS

Item #: 32091
Flavor: Chocolate

Tin Net Weight: 24.0 oz
Case Pack: 32/12 Floor Display
Case Dimensions: 19^{1/4}” x 33” x 13^{3/4}”
Case Cube: 5.13
Case Weight: 77.5 lbs.
Pallet Pattern: 2 x 4

Assembled Dimensions:
18.5” W x 18” D x 64” H



Fresh New designs every year • Great impulse gift • Ships mid-September – early December





Mini Moon Pie® Multi-Pack

minis

12 ct.



CHOCOLATE Item #22801



VANILLA Item #22802



BANANA Item #22803

Mini 12 ct.
cartons also
merchandise
vertically



SPECIFICATIONS

Unit Net Weight: 1.0 oz / pie
 Case Pack: 8/12
 Carton Net Weight: 12.0 OZ
 Case Dimensions: 15^{7/16}" x 9^{1/4}" x 8^{1/8}"

Case Cube: .67
 Case Weight: 7.5 lbs
 Pallet Pattern: 13 x 8





Mini MoonPie® Floor Display

12 ct.

minis

SPECIFICATIONS

Item:	48 ct. Mini MoonPie® floor display	
Flavor Combos:	48 Chocolate	#58121
	24 Chocolate / 24 Banana	#58124
	24 Chocolate / 24 Vanilla	#58125
	36 Chocolate / 12 Banana	#58127
Unit Net Weight:	12.0 oz / carton	
Case Dimensions:	19 1/4" x 31" x 12 1/4"	
Case Cube:	4.23	
Case Weight:	50.25 lbs.	
Pallet Pattern:	2 x 4	



#58121 shown



(contains 12 ct. Mini MoonPie cartons)

set-up dimensions:
181/2" W x 181/2" D x 59" H





Mini MoonPie®

Blueberry

minis



#22804 8/12 Mini MoonPie®

48/12 Mini MoonPie®
Floor Display
#58224 48 Blueberry



48/12 Mini MoonPie®
Floor Display
#58234 24 Blueberry
24 Chocolate





Mini MoonPie®

Mint Chocolate

minis



#22806 8/12 Mini MoonPie®



48/12 Mini MoonPie®
Floor Display
#58226 48 Mint Chocolate

48/12 Mini MoonPie®
Floor Display
#58236 24 Mint Chocolate
24 Chocolate

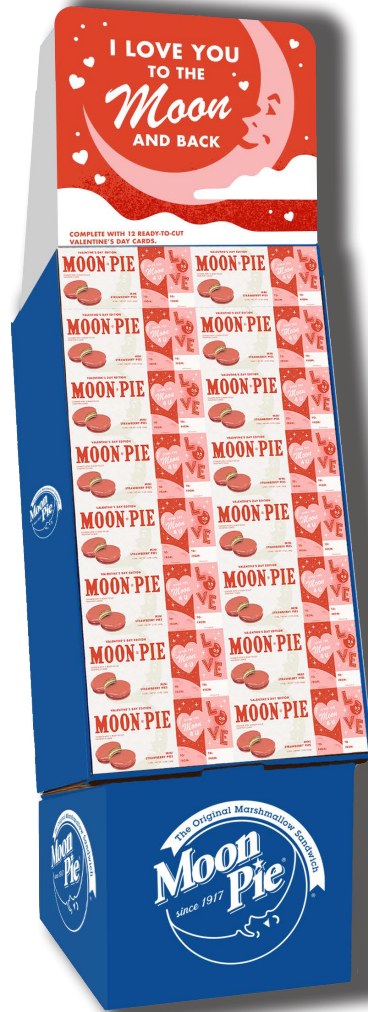




Mini MoonPie®

minis

Strawberry Valentine's Day LTO



48 Mini MoonPie®
Floor Display
#58141 48 Strawberry



#22845 8/12 Mini MoonPie®





Mini MoonPie®

Zesty Lemon Spring LTO

minis



#22807 8/12 Mini MoonPie®

48/12 Mini MoonPie®
Floor Display
#58227 48 Lemon

JUST
110
CALORIES



48/12 Mini MoonPie®
Floor Display
#58237 24 Lemon
24 Chocolate





Mini MoonPie®

Pumpkin Spice Fall LTO

minis



#22804 8/12 Mini MoonPie®

48/12 Mini MoonPie®
Floor Display
#58224 48 Pumpkin Spice

JUST
110
CALORIES



48/12 Mini MoonPie®
Floor Display
#58234 24 Pumpkin Spice
24 Chocolate



CHATTANOOGA BAKERY, INC

Suggested Items for a Multipack POG

24601

SD
MoonPie
6 ct.
chocolate

24602

SD
MoonPie
6 ct.
vanilla

24603

SD
MoonPie
6 ct.
banana



Single-Decker: Women / Seniors

22802

Mini
MoonPie
12 ct.
vanilla

22801

Mini
MoonPie
12 ct.
chocolate

22803

Mini
MoonPie
12 ct.
banana

22806

Mini
MoonPie
12 ct. mint
chocolate

22804

Mini
MoonPie
12 ct.
blueberry



Mini: Portion-conscious moms shopping for family / Lunch Box Snacks

14411

Orig. MoonPie
12 ct. chocolate

14411

Orig. MoonPie
12 ct. chocolate

14413

Orig. MoonPie
12 ct. banana

14412

Orig. MoonPie
12 ct. vanilla



Mini 12 and SD 6 all merchandise horizontally as well.

64001

DD MoonPie
8 ct. chocolate

64003

DD MoonPie
8 ct. banana

64002

DD MoonPie
8 ct. vanilla



Single-Decker: Women / Seniors



Double-Decker: Men / Millennials

CHATTANOOGA BAKERY, INC.

Suggested Items for a Single-Serve POG

DD MoonPie
9 ct.
chocolate

DD MoonPie
9 ct.
vanilla

DD MoonPie
9 ct.
banana

DD MoonPie
9 ct.
salted caramel



81001

81002

81003

81008



CHATTANOOGA BAKERY, INC.

Shelf Life & Guaranteed Shelf Life

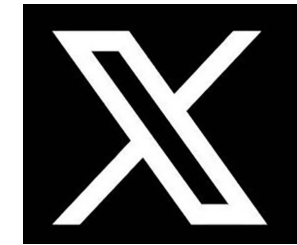
			
	minis	single decker	DOUBLE DECKER
Item	MINI	SINGLE DECKER	DOUBLE DECKER
Flavor	All	All	All
Shelf Life (From the Date of Manufacture)	180	180	180
Guaranteed Shelf Life (Shelf Life Remaining upon receipt by CBI Customer)	120	120	120



get SOCIAL with us!



MoonPie



@moonpie



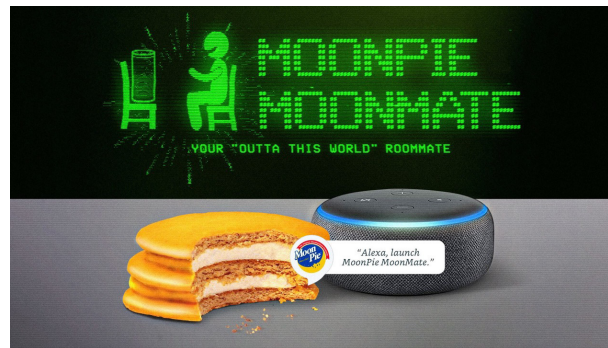
snapchat

@moonpiesnaps



Instagram

@theoriginalmoonpie



Alexa Skill



@theoriginalmoonpie









Notes

Notes

Notes



Thank you for your interest in the MoonPie® brand.

For additional information, please contact your Chattanooga Bakery, Inc. sales representative, or contact Amy Hendry in Sales Support at (423) 413-3047, or ahendry.avos@gmail.com



**Chattanooga Bakery, Inc.
400 Manufacturers Road Chattanooga, TN 37405
(tel) 423-267-3351 - (fax) 423-266-2169
www.moonpie.com**



View or Download
this PMO here

**Version 6.14
February 2024**