

WITH AMERICA'S FAVORITE
COOKIE,
PROFITS ARE A
PIECE OF CAKE.

LAYERED WITH OREO®
COOKIES AND CRÈME ICING.

TOPPED WITH REAL
OREO® COOKIE CRUMBS

OREO®

**COOKIES AND CRÈME CAKE
+ POUND CAKE**

SCRUMPTIOUS OREO®
COOKIE CHOCOLATE CAKE





A NEW HOME FOR AMERICA'S FAVORITE COOKIE.

OREO® is popular with consumers of all ages and purchased in more than half of all U.S. households¹. Enjoyed more than any other brand, America's favorite snack is also a Top 5 Millennial Brand². Over the years, OREO® has remained an innovative brand, introducing new forms and flavors for consumers to enjoy. Now in fresh bakery, CSM Bakery Solutions brings a delicious new take on the classic cookie by using the top branded ingredient in dessert menus³ as a key ingredient in new OREO® cakes. Offer the best of both worlds at your bakeries.



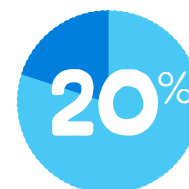
CONSUMER AWARENESS

OREO® has 95% brand awareness with consumers⁴



BRAND

OREO® is the #1 selling cookie in the category⁵



SHARE

One out of five dollars spent on cookies is for OREO®⁶

OREO® CAKE SQUARE

A delicious OREO® cake topped with ButterCrème Icing made with OREO® cookie pieces.

MDM Code	Product Description	Case Pack	Net Wt (LBS)	Gross Wt (LBS)	TI x HI	Case Dimensions (INCHES)	Storage	Shelf Life
10232635	OREO® SQUARE CAKE	12	4.125	6.0	12 x 8	11.375 x 11 x 8.625	Frozen	270 days

OREO® COOKIES AND CRÈME CAKE

A delicious, moist OREO® cake filled and topped with ButterCrème Icing made with OREO® cookie pieces.

MDM Code	Product Description	Case Pack	Net Wt (LBS)	Gross Wt (LBS)	TI x HI	Case Dimensions (INCHES)	Storage	Shelf Life
10227760	OREO® COOKIES & CRÈME CAKE	6	8.54	9.54	10 x 9	17.19 x 9.56 x 8.3	Frozen	270 days

OREO® POUND CAKE

A moist chocolate OREO® flavored batter that surrounds a white crème cake center. Each slice is topped with an OREO® cookie streusel.

MDM Code	Product Description	Case Pack	Net Wt (LBS)	Gross Wt (LBS)	TI x HI	Case Dimensions (INCHES)	Storage	Shelf Life
10228846	OREO® POUND CAKE	12	12.0	14.0	9 x 8	23.13 x 8.75 x 11	Frozen	270 days

1. Nielsen Multi-Outlet Household Panel – 52 Weeks Ending 10/29/16 | 2. Top 5 Millennial Brands of 2013, Millennial Marketing, Jan. 6, 2014
 3. Technomic, Q4 2016 | 4. IPSOS, brand tracking, July 2016 | 5. Nielsen, xAOC plus Convenience—52 weeks ending 12/31/16,