

NEW



PACKED FULL OF THE Good STUFF



- ✓ HIDDEN FRUIT AND VEG
- ✓ REDUCED SUGAR*
- ✓ SOURCE OF FIBRE
- ✓ NO ARTIFICIAL COLOURS & FLAVOURS



OPPORTUNITY:

- OVER 1/4 OF CONSUMERS ARE LOOKING FOR HEALTHIER BAKERY OPTIONS[^]
- CONSUMERS ARE LOOKING FOR SNACKS THAT ARE BETTER FOR THEM, WITH NO COMPROMISE ON TASTE
- FACTORS STRONGLY INFLUENCING CONSUMERS' CHOICE OF FOODS TODAY ARE NATURAL INGREDIENTS, LOW SUGAR, HIGH FIBRE AND A GOOD CONTRIBUTION TO FRUIT/VEGETABLE INTAKE[#]

To request more information contact your local
Sara Lee Food Service Sales Representative at
saraleefoodservice.com.au/sales-team

*40% less sugar than Sara Lee 120g Muffin

[^]Source: Kantar Profiles/Mintel UK | Feb 2023

[#]Source: Mintel Australia Food & Drink | March 2023

