

CRAZY RICHARD'S
PEANUT BUTTER CO.

FROM THE MAKERS OF CRAZY RICHARD'S PB

on a ROLL WITH a new, FIRST OF ITS KIND FROZEN SNACK

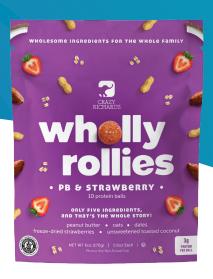
Wholly rolles

all natural, frozen protein balls

We're on a mission to make healthy snacking simple. That's why we created Wholly Rollies. Just a few wholesome ingredients for that homemade goodness—without the messy kitchen. Enjoyed frozen or thawed, these easy to serve snacks keep you and your kids on the move.







cinnamon oatmeal

PB & cacao

PB & STRAWBERRY

"As consumers continue gravitating toward snacking, the National Peanut Board is excited to be part of bringing this new product to the freezer case. As a delicious, nutritious and portable snack, Wholly Rollies embody everything consumers are looking for."

Ryan Lepicier, Sr. Vice President, Marketing & Communications, National Peanut Board



Product Spec Sheet

WHOLESOME INGREDIENTS FOR THE WHOLE FAMILY



cinnamon oatmeal

Peanut butter, oats, dates, golden raisins, flax, and organic cinnamon.

10 Count | 6 oz. Net WT





PB & cacao

Peanut butter, oats, dates, cacao nibs, and unsweetened shredded coconut.

10 Count | 6 oz. Net WT





PB & STRAWBERRY

Peanut butter, oats, dates, freeze-dried strawberries, and unsweetened shredded coconut.

10 Count | 6 oz. Net WT



BEST BY 18 MONTHS | FULL COLOR SHELF-READY PACKAGING AVAILABLE

Unit

- 6" Wide
- 10 count
- 2" Deep
- 6 oz. Net WT
- 7.5" Tall

Case

- 6.2" Wide
- .28" Cube
- 6 Units Per Case
- 140 Cases Per Pallet

- 10.2" Deep • 7.5" Tall
- 2.25 lbs Gross WT • 2.75 lbs Net WT
- 28 Ti • 5 Hi

















