



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 rollies

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



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## 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



0 74822 00014 2



#### PB & CACAO

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

10 Count | 6 oz. Net WT



0 74822 00012 8



#### PB & STRAWBERRY

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

10 Count | 6 oz. Net WT



0 74822 00013 5

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

#### Unit

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

#### Case

- 6.2" Wide
- 10.2" Deep
- 7.5" Tall
- .28" Cube
- 2.25 lbs Gross WT
- 2.75 lbs Net WT
- 6 Units Per Case
- 28 Ti
- 5 Hi
- 140 Cases Per Pallet



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