

SABRA® GRAB N' GO HUMMUS

SABRA® HUMMUS WITH PRETZEL CHIPS
The Perfect On The Go Healthy Delicious Snack



Sabra
go mediterranean®

Authentic and Fresh

Sabra hummus starts with high-quality cooked and pureed chickpeas. We add tahini and a blend of Mediterranean spices to create the perfect hummus that is smooth, creamy and full of flavor.

Naturally Delicious Healthy Dips & Spreads

- ☀️ 0g Trans Fat
- ☀️ 0g Cholesterol
- ☀️ Natural source of Protein and Fiber
- ☀️ Every Sabra product is certified Kosher

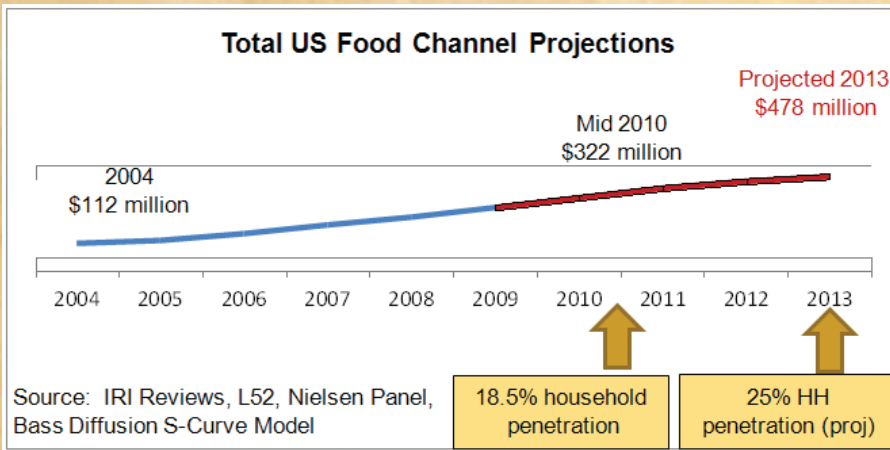
A Healthy On-The-Go Snack

- ☀️ Sabra hummus has a great taste and rich creamy texture
- ☀️ Paired with delicious pretzel crisps that are crunchy and flavorful
- ☀️ Grab n' Go packaging is perfect for on the go snacking
- ☀️ Available in 3 exciting flavors - Classic, Roasted Garlic and Roasted Red Pepper
- ☀️ A healthier snack alternative



THE OPPORTUNITY

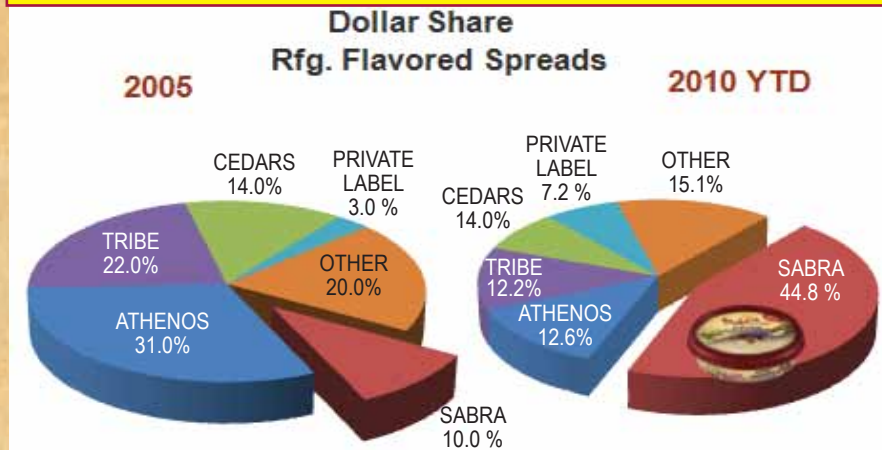
HUMMUS CATEGORY



☀️ Hummus category is projected to grow double digits for the next 5 years

SABRA LEADING GROWTH

Sabra's has grown to #1 in Market Share



☀️ With strong growth momentum and dominant market share, Sabra is clearly America's favorite hummus

Sabra Annual Growth Rate Tracking +40%

HUMMUS IN FOODSERVICE

☀️ Hummus is a delicious nutritionally positive food, and a good source of protein and fiber with zero trans-fats and cholesterol

☀️ Hummus fits healthy eating and increasingly popular Mediterranean lifestyle trends

☀️ More and more consumers are discovering hummus, both at the grocery store and in away from home outlets, with double digit growth in retail and in menu incidence

(source: IRI syndicated data, Prepared Foods Report)

☀️ Sabra Grab n' Go hummus can drive consumption during multiple day-parts as a convenient healthy snack offering

- Placed in open air upright cooler
- Place at eye level on shelf
- Place next to on the go prepared fresh & healthy food items

