

EST. 1929
Wilton™



Wilton is the Decorator and Baker's Brand, Offering More Decorating Products to Shoppers than Any Other Brand in the U.S.



Our History

REASON
TO
Believe

For over 90 years, we've been in bakers and decorators' kitchens and at their sides encouraging and guiding them. We've taught countless creators over the years but have always remained passionate about learning from them as well. We are committed to making baking and decorating more fun and more achievable for everyone.



Educating and **inspiring** consumers since 1929, Wilton is known worldwide for **The Wilton Method®** of cake decorating.

Our Context

We think in terms of generations, not just until the end of the quarter.



Access to **global expertise** and **innovation** through our **family-owned** parent company, Dr. Oetker.

Our Responsibility



We are **committed to climate protection** and use resources responsibly, actively working toward recyclability of packaging and clean label.

Wilton is the Only Brand with a Portfolio That Meets the Needs of a Wide Variety of Consumers from Start to Finish of Every Baking and Decorating Project



Most Engaged



Modern Maker
18%

- Advanced, Frequent Baker and Decorator
- Bakes with family, shares with friends
- Young Parent
- On Trend & Socially Savvy
- \$\$ Price Tier



Conscious Trendsetter
21%

- Beginner Frequent Baker, Advanced Decorator
- Shares on Social
- Social Conscience
- Hispanic Skew
- \$\$\$ Price Tier



Nostalgic Expert
21%

- Expert Frequent Baker, Moderate Decorator
- Healthy = Homemade
- For loved ones, holidays
- 65+
- \$\$ Price Tier



Timid Amateur
20%

- Beginner Baker and Decorator
- Follow recipes and inspired in-store
- Want convenience
- Nostalgic
- \$ Price Tier



Disciplined Health Enthusiast
20%

- Beginner Baker and Decorator
- Bake for special occasions
- Focus on Nutrition
- Meticulous
- \$ Price Tier



Activity: Baking



Activity: Decorating

Least Engaged

Wilton Is Committed to Partner With PFA Members and Leverage Our Cross-functional Expertise to Drive Category Growth



INSIGHTS & ANALYTICS

Hobby / Food Crafting Shoppers tend to be older, affluent females who live in metro areas with a partner

Hobby / Food Crafting Shopper

- Female (88%)
- Gen X or Boomers (76%)
- Married / Living with a partner (87%)
- Live in Suburbs (41%) or urban areas (34%)
- Employed full time (42%) or retired (27%)
- Median income (\$45k-\$65.5k)
- Tend to live within (75%) or Hispanic/Latino (15%)

- ✓ Macro trends
- ✓ Shopper Behavior
- ✓ Panel

INDUSTRY LEADERSHIP

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- ✓ Inspiration and Education
- ✓ Sustainability
- ✓ Global resources

SHOPPER MARKETING

Driving Traffic to Walmart is a Key Strategy for Wilton

Testing header signage in 200 of the 1,300 endcap stores

Updated brand store on Walmart.com linked in-store by QR code on endcap header

Customized Influencer Program

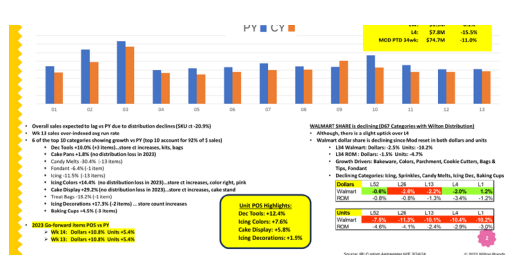
Specifically curated with strong baking & decorating influencers who have a history of tagging Walmart

Walmart Connect Sponsored search 4/1-5/12

Expanded search keywords to increase awareness

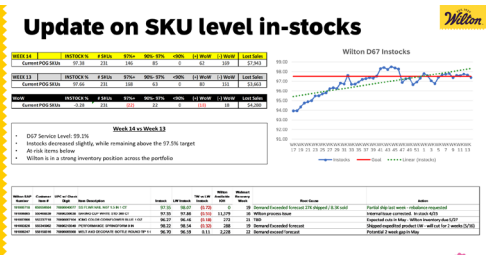
- ✓ Social Media
- ✓ Brand activation
- ✓ Consumer promotion

CATEGORY MANAGEMENT



- ✓ POS data analysis
- ✓ Category advisor resource
- ✓ Market performance

CUSTOMER SERVICE



- ✓ Strong focus on Fill rate
- ✓ Dedicated resources on In-Stocks
- ✓ National PO Program participation

OMNI-CHANNEL PRESENCE

Q1 Ecommerce digital shelf focus to grow sales

Content Score

- Noticed a decline in scores due to Walmart recommendations in attributes and keywords
- Some require an Activity ID, others get approved automatically
- Priority: Candy Melts

Brand Store

- Traffic (finding Wilton products through search engines)
- Increasing keyword optimization efforts within titles and descriptions utilizing search ranking, complete by Q1

Paid Search

- Conversion (product detail pages) going through renovations, end of Q1, with image layers
- Analyzing ratings & reviews through BazaarVoice

Assets

- Assets are being created for the 4 categories, collaboration with Walmart Connect
- Will be ready for WM wk8, in time for Candy Melts endcap
- Paid Search collaboration with WM Connect

Advertising Strategy complete, with 3 classifications:

- Maintain: products that have high organic search ranking, no appear on the 3rd page regularly
- Launch: new items, seasonal
- Compete: Higher investment

- ✓ Dedicated e-com team
- ✓ Online search and brand support
- ✓ Ongoing content maintenance

Wilton's commitment to Baking and Decorating increases consumer awareness, inspires trial, and supports all aspects of the business

Wilton Partnership Advantage



Baking



Decorating



Seasonal

Strong brand awareness drives engagement

- 6x more followers than any brand within Cake Décor
- Leading brand in followers & engagement

Category Captains deliver improved productivity

- Lead with consumer insights & analytics
- Data driven merchandising decisions



Ensures best-in-class delivery

- Delivers on-time & in-full
- Focus on forecasting & planning to drive optimal sales

Provide relevant Insights to drive better decisions

- Current data specific to Bakers and Decorators
- Breadth of data to focus on channel and consumer specific needs



Category and Consumer Insights



Everyday...Baking & Decorating Journey

Although consumers baking and decorating stories may be unique, the paths they take from start to finish are similar....



"Do I have the right tools?"



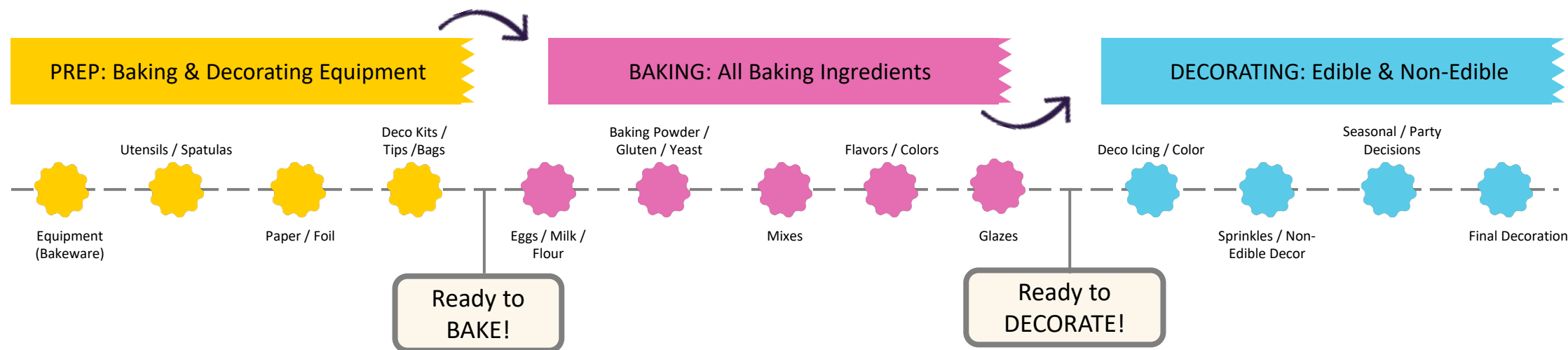
"What ingredients do I need?"

"Which recipe do I follow?"







"What do I need to complete my treat?"

"How do I achieve the perfect finishing touch?"



...how & where they fulfil their needs can vary greatly depending on their occasions and skill level.

Category Market Overview

		\$ Sales	TRAILING 52WKS \$ % Chg. YAGO	TRAILING 52WKS UNITS % Chg. YAGO
	TOTAL BAKING & DECORATING	\$6.7B	+4%	0%
	BAKING EQUIPMENT	\$1.0B	1%	-1%
	BAKING INGREDIENTS	\$4.5B	+6%	+1%
	DECORATING INGREDIENTS	\$1.2B	-2%	-5%



How do Cake Dec Buyers get Inspired?

Makers Are Actively Using Social for Treat Ideas

and



is Actively Inspiring Makers and Enabling New Skills



Cosmic Brownies



Bento Cakes



Classic Buttercream



Sprinkle Everything



Iced Cookies



Burn away Cakes

54%

of Makers Seek Treat Inspiration from Social Media



53%

of Makers Use Social Media to Learn New Baking & Decorating Skills

GROWING TRENDS - Treating Flavors & Themes

BOTANICAL & FRUIT INFUSION



53% of consumers are looking for products with **Botanicals** to improve health

Botanical ingredients and flavors appeal to over 97% of consumers globally

Example Flavors:

Watermelon
Lemon / Elderflower Lemon
Mint
Strawberry / Wild Strawberry

Baking & Decorating Opportunities:

Lemon Bars, Berries for Patriotic Decorating, Floral Designs with Icing Bags & Tips

NEW NOSTALGIA



New Nostalgia = desire to experience something familiar (vintage) but fresh

72% of consumers enjoy things that remind them of their childhood

Example Flavors/Colors:

Cake batter
Cotton Candy
Cereal Milk
PB&J
Orange Creamsicle

Baking & Decorating Opportunities:

Everything Pink Cake, Victorian Style Buttercream, Childhood Flavors

GLOBAL INSPIRATION



As consumer's wallets tighten, they crave **Adventurous and Unexpected Flavors** to satiate their need for adventure, and are able to find that easily through online recipes or in the **Global** sections of grocery stores

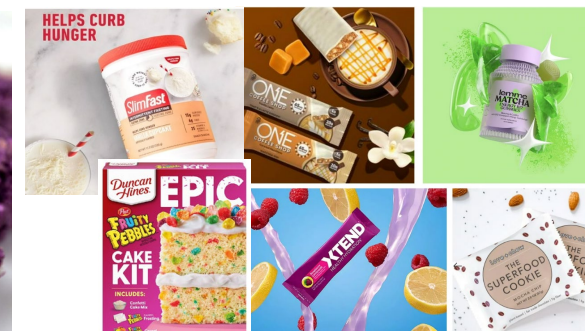
Example Flavors:

Ube
Yuzu
Churro
Matcha
Dulce de Leche

Baking & Decorating Opportunities:

Frozen Mochi, Ube Brownies, Dulce De Leche Ice Cream, Churro Cupcakes

UNEXPECTED FLAVOR



New to Category Flavors, traditionally seen in other items, are popping up with great appeal to consumers

Examples Products:

Matcha Vitamins
Vanilla Cupcake Protein Powder
Flaming Hot Cheeto Mac n Cheese

Baking & Decorating Opportunities:

Sweet & Spicy (Swicy) Flavor Profiles, Bourbon Vanilla, Cereal Cake Decorating

TRENDING - Pre-Portioned Desserts



KEY TAKEAWAYS:

- Some treats such as cookies, cupcakes, and brownies are naturally pre-portioned and make it easier to engage in this type of behavior
- We are beginning to see **smaller treats** are being **bundled/combined** to maximize impact
- Cookies are Americas #1 dessert and decorated cookies continue to see growth which is positively impacting the demand for:

Sugar cookie ingredients

Cookie icing / Royal icing / Meringue Powder

Sanding sugar

Bags & Tips

Baking Cups



Recommendations: Ensure the assortment with PFA Members can serve customers needs for pre-portioned desserts

EST. 1929
*Wilton*TM

Wilton Brand Relaunch





Let's take a peek!

The Future
is Sweet!

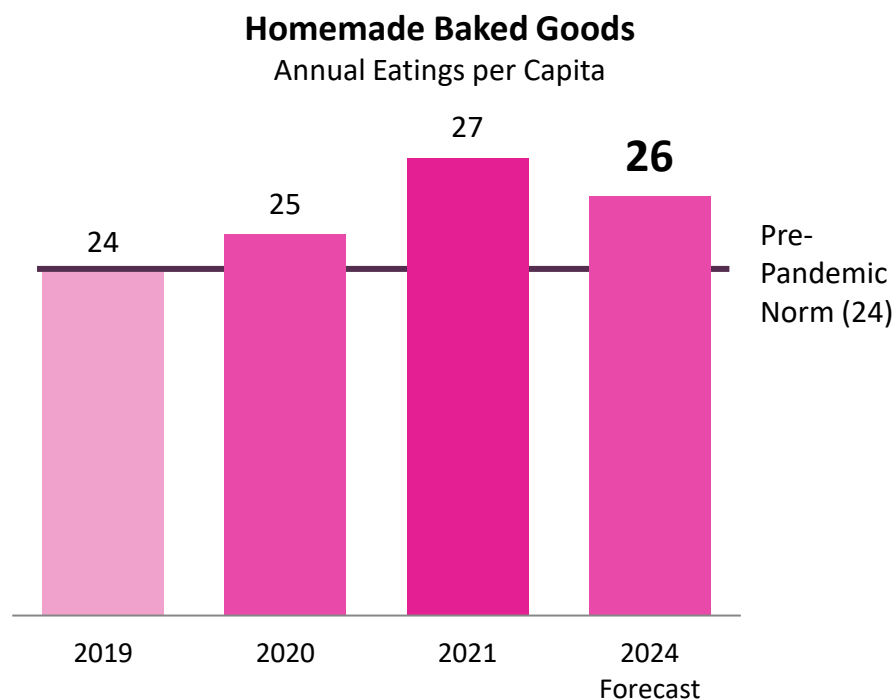


<https://youtu.be/Taq-i1Jrc28>

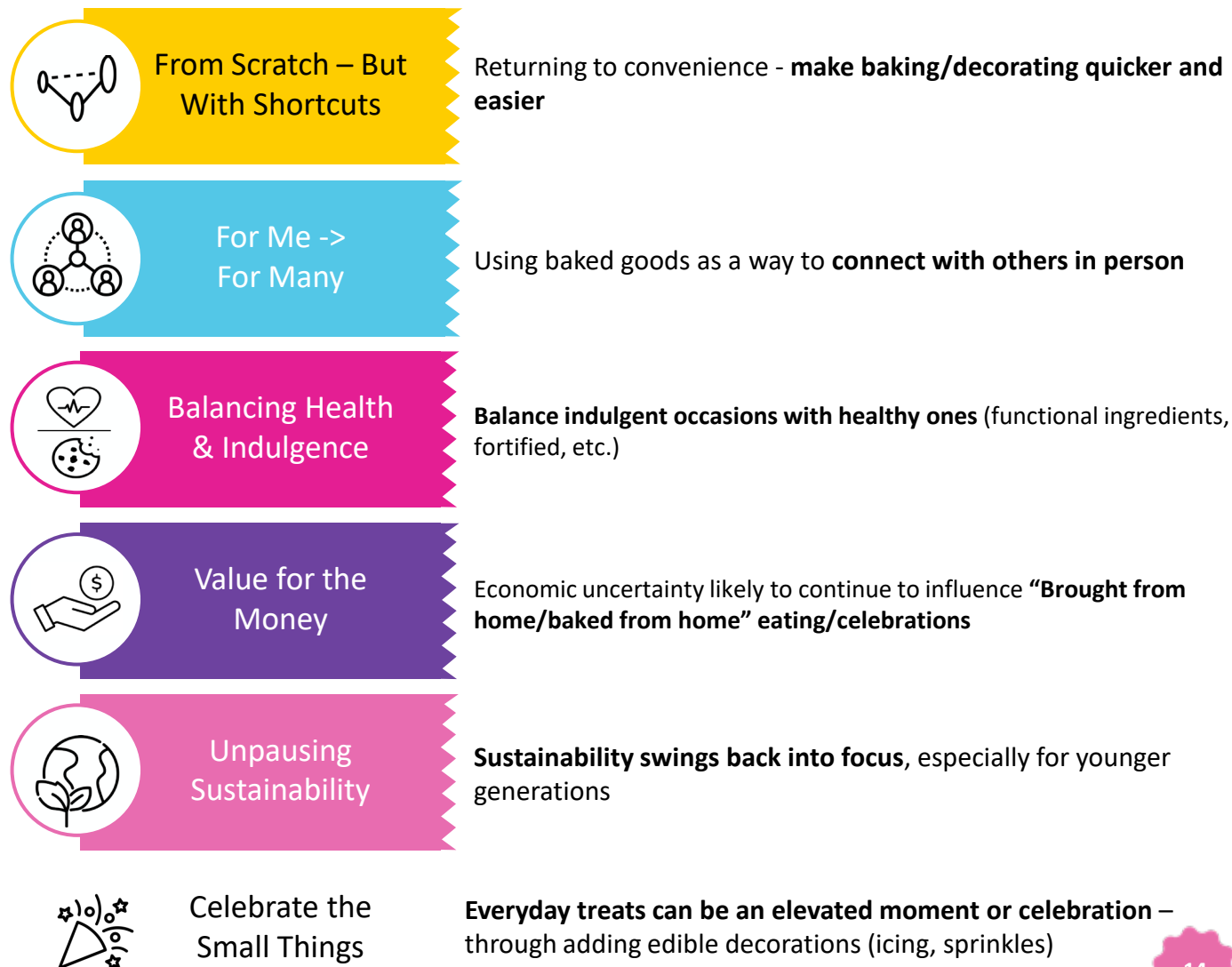


Changes in Treating Behaviors Will Shape 2024 And Beyond

Consumers are still expected to engage with homemade baked goods at a higher rate than pre-pandemic



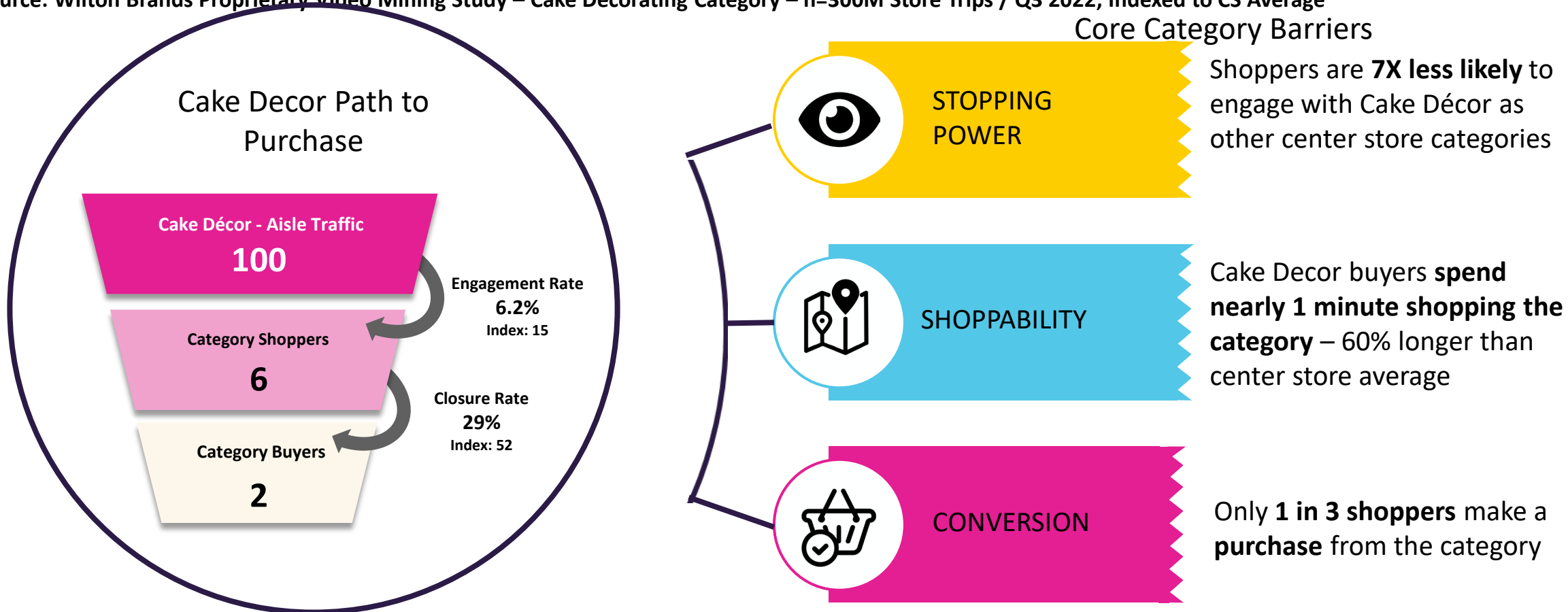
Source: The NPD Group/National Eating Trends, years ending September



And the Assortment Must Have Stopping Power and Shoppability in Order to Convert Shoppers at Both the Physical & Digital Shelves



Source: Wilton Brands Proprietary Video Mining Study – Cake Decorating Category – n=300M Store Trips / Q3 2022; Indexed to CS Average



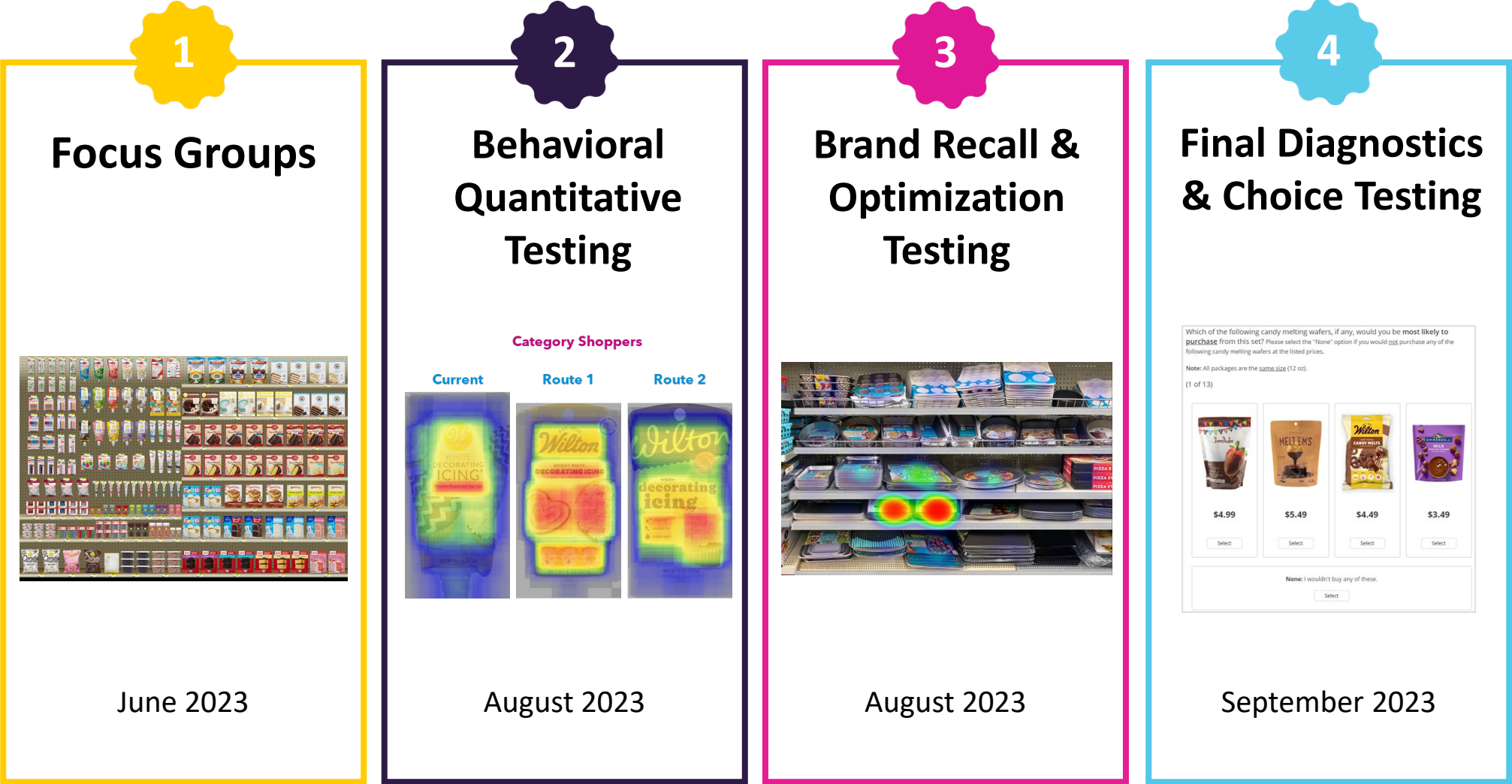


Our sole ambition is to get
more households to
**bake & decorate one
more dessert**
every year.

Our Value Proposition

Wilton facilitates decorating for everyone, providing sustainable, easy-to-use and innovative decorating solutions.

Wilton Conducted Extensive Research to Arrive at a Brand Identity and Packaging That Improves the Shopper's Experience



The New Wilton Packaging Improves Stopping Power, Shoppability and Conversion – Solving the Core Category Barriers

Core Category Barriers


Wilton’s Solutions: The New Design...

Supporting Data



STOPPING
POWER

Drives More Visibility
9-point increase in percent of shoppers viewing and noting new design products¹

Current	New
86%	95% 



SHOPPABILITY

Enables Easier Navigation
15% less time to find specific new designs and increased focus on key package elements¹

15.86 sec	13.50 sec 
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CONVERSION

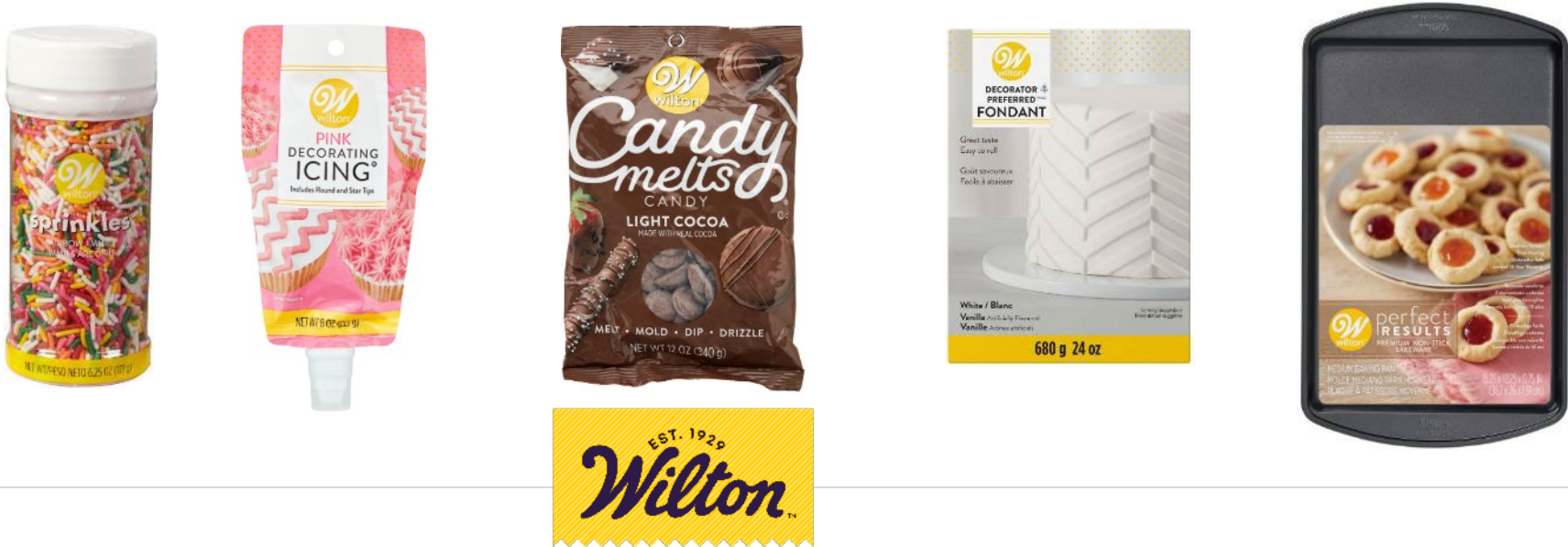
Captures More Conversion and Base Sales
1.8x more preference for new designs¹

35%	65% 
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 = statistically significant improvement vs. Current at 90% confidence

With Such a Broad Assortment Across Categories, Wilton Has an Opportunity to Improve the Shopping Experience for the Consumer

FROM



An Exciting New Chapter Begins!

TO



Every Element of The New Design is Carefully Planned to Make It Easier for the Shopper to Choose Products



Consistent Branding and Layout

Consistent yellow background for **shelf impact**

Use of “W swirl” pattern to support color **differentiation**

Clear and bold iconography system for **product benefits**



Wilton's New and Improved Decorating Icing Pouches

ORIGINAL



NEW!



New Features Through Brand Relaunch

- ★ Includes 4 Tips, enabling more design options & value
- ★ Featured tips match Wilton's top selling metal tips
- ★ 4X tips versus competition*
- ★ New upright nozzle orientation prevents leaking
- ★ Extended shelf life (18 months vs previous 12 months)
- ★ New 4-ct CDU option for versatile, on-shelf merchandising



WRITING TIP STAR TIP



WRITING TIP STAR TIP



RIBBON TIP SHELL TIP



*Betty Crocker Icing Pouches

We are extending our branding impact and improving shelf merchandising by moving more products to Shelf-Ready Trays

Shelf-Ready Trays allow
easier merchandising

Stronger branding and
impactful colors improve
stopping power



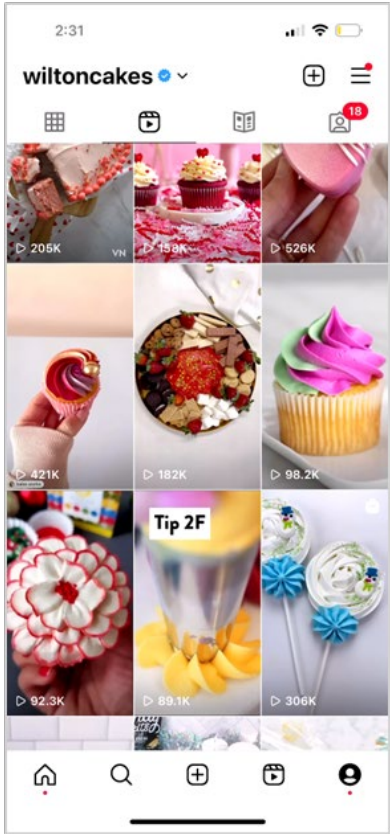
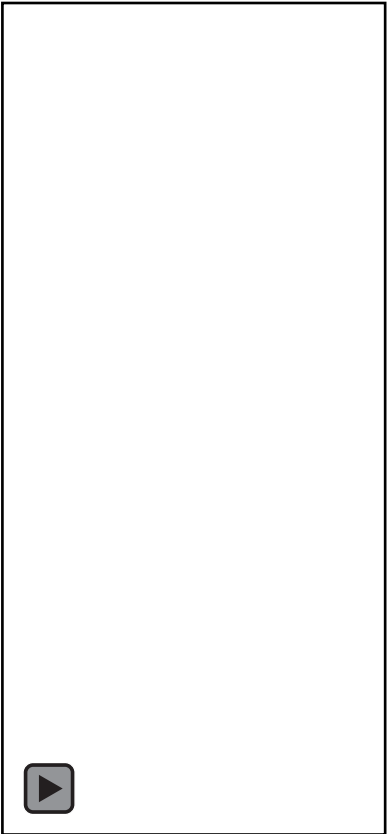
Fondant will transition to a
branded shelf ready tray in Q4

- ★ No change to UPC
- ★ No change to costing
- ★ GTIN change (due to pack out configuration change)

More categories plan to offer in
Shelf-Ready Trays:

- Cookie Icing
- Sparkle Gel
- Decorating Icing Tubes
- Decorating Icing Tubs

Wilton Leads the Category in Digital Engagement with Bakers & Decorators



Wilton Far Outperforms Category Leaders In Social Presence & Engagement

Brand	Followers	Following	Posts
Pillsbury	588K	277	2,051
Wilton	3M	401	7,778
Betty Crocker	518K	655	886

#1 in category Followers & Engagement

329M Social Impressions

108M Video Views

7.5M Social Followers

200 Active Influencers

539K Email/SMS Subscribers

2023 Results

Wilton Integrated Marketing execution: 2024 – 2025

Together, we can influence consumers to discover, consider and purchase Wilton

IN STORE MERCHANDISING

- Cake Decorating Endcaps
- In-Store TV



VIDEO ADS

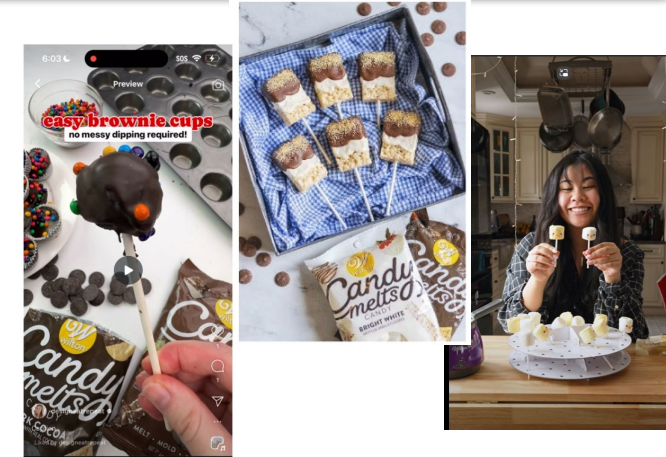
- Connected TV using Customer 1st Party Data



YouTube
hulu
ROKU

SOCIAL MEDIA

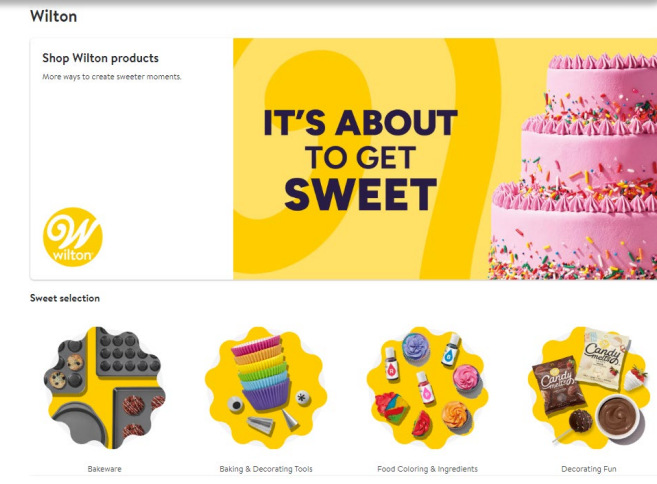
- Paid & Earned Influencer Programs



May '24 Candy Melts Initiative

RETAILERS SITE

- Brand Store
- Sponsored Search
- Improved Content
- BazaarVoice Reviews





Assortment Recommendations & Rebranding



Assortment Recommendation

OBJECTIVES

- **Align assortment** with shopper insights and category trends
- Ensure category breadth covers **consumer needs** across purchase occasions and **drives basket growth**
- Improve **productivity** by reducing cannibalistic items and adding unique SKUs that will drive **incrementality**
- Add **best performers** in the market that are not currently in distribution at PFA Member Stores.
- Provide **innovative & rebranded** items that will deliver **new-news** for Everyday Baking



Availability of Core Formats Can Unlock Occasions and Shopper Baskets



CONSUMER PREFERRED + BEST SELLING FORMATS








	Hanging Bags	Short Bottles	Tall Bottles	Multi-Cells	Tubs	Bulk Bags
% of Sprinkle Shoppers Buying Anywhere	8%	68%	29%	45%	39%	14%

Consumer Issues:
Spills, Not Resealable and
Hard to Apply From Bag

Consumer Issues:
Price/Value Issues and
Tips/Spills Easily

Wilton's Icing assortment is tailored for the full decorating needs and usage



Usage	Base Layer + Textured Decorating		Textured Decorating (Piping + Borders)	Writers	Cookie Flooding / Decorating
Segment	Icing Tubs 	Dry Mixes 	Pouch Icing 	Sparkle Gels 	Cookie Icing 
Ounce Range	16oz, 4lb	Various (royal, whipped)	1.5oz	3.5oz	7.5oz
Core Usage	Covering (e.g., frost full or partial baked goods) Drawing (e.g., creating shapes, designs or patterns)		Writing (e.g., spelling words, messages) Covering (e.g., frost full or partial baked goods) Drawing (e.g., creating shapes, designs or patterns)	Writing (e.g., spelling words, messages) Drawing (e.g., creating shapes, designs or patterns)	Covering (e.g., frost full or partial baked goods) Drawing (e.g., creating shapes, designs or patterns) Writing (e.g., spelling words, messages)

Wilton's New and Improved Cookie Icing



Features & Benefits

- ★ Improved flavor
- ★ Ready to use (no microwave needed)
- ★ Dries stiff for easy stacking and transportation
- ★ Precision tip makes it easy to flood, outline, draw and drizzle with ease
- ★ Available in a range of vibrant colors + vanilla flavor



Why Wilton?

- ★ Cross merchandises with Sprinkles, offering an opportunity for basket building
 - Consumers who are aware of Wilton hold it in very high regard, most notably for inspiration, easy use & clean up, meltability, and convenience
- ★ Comes in CDU for merchandising flexibility
- ★ #2 Branded category leader

Wilton Sparkle Gels add a unique and fun touch of glitter to treats



Features & Benefits

- ★ Sparkly, eye-catching icing that enhances treats and allows for unique decorating
- Small tip is ideal for writing, drawing, or adding fun effects to your sweet treats – dries soft

Why Wilton?

- ★ **MARKET LEADER:** Within the Gel Icing segment, Wilton dominates the Sparkle Gels with 80% Dollar Share.
- ★ **BRAND ASSOCIATION:** Wilton icing writers have the most positive brand associations—even more so than Betty Crocker, specifically in attributes such as 'high-quality,' 'inspires me,' and 'is innovative.'
- ★ **DIFFERENTIATED USAGE:** Wilton Sparkle Gels better suited for writing and detailed drawing in comparison to competitors
- ★ **VALUE:** Lower cost per ounce vs sparkle gel competition



Wilton's New and Improved: Decorator Pouch Icing



TO COME- timing TBD

Features & Benefits

- ★ Improved flavor
- ★ 4 tips included for decorating
- ★ Available in a range of vibrant colors in Vanilla flavor
- ★ Also 2 Flavors Available: Chocolate & Strawberry

Wilton's Candy Melts Tubs Make Decorating Even Easier



Features & Benefits

- ★ Convenience – Tub allows for easier, deeper dipping.
- ★ Resealable and microwavable
- ★ Available in 5 popular colors. Adds color offering with both Vanilla and Chocolate flavored options within assortment
- ★ Perfect amount for most dipping projects- Container holds 7 oz. of Candy Melts

Why Tubs?

- ★ Consumer testing showed strong results for **“purchase intent”, performing in the top 10% of benchmarked concepts.**
- ★ Additionally, consumers agreed that the product delivers on:
 - ★ **93%** Easier Clean-up
 - ★ **91%** Convenience
 - ★ **86%** Offers Something New



Align Aisle Flow With The Consumer's Baking And Decorating Journey

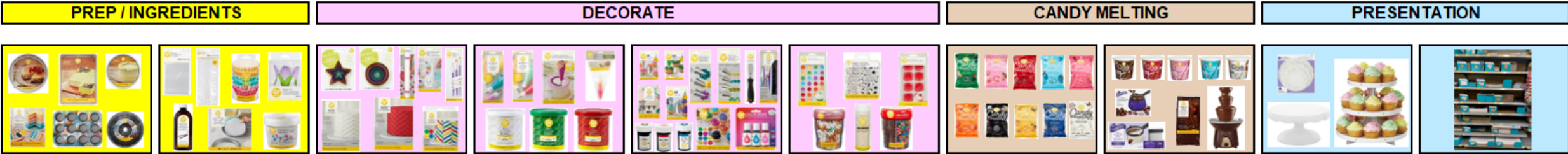
A comprehensive category offering is necessary to capture every purchase occasion

Test & Learn Opportunity!!!

Increase conversion through easier shopper navigation

Anchor set with durable needs for beginning and end of the occasion

Lead shoppers down the aisle to guide them through their project needs



Drive shoppers to center of set with key decorating items
Proper adjacencies will drive trial, impulse, and incremental basket builders

Thank You!

The Future
is Sweet!



<https://youtu.be/Taq-i1Jrc28>