Take Your Menu to the Next Level

with fun, colorful dehydrated marshmallow bit products and application ideas from Kraft Heinz Ingredients.

Kraft Heinz INGREDIENTS

www.kraftheinzingredients.com

Presenting
an all-around consumer favorite

Dehydrated Marshmallow Bits or Marbits deliver an element of fun to a variety of products. Kraft Heinz Ingredients takes pride in being the industry leader and innovator in creating a range of shapes and colors.

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Top Applications

Marbits have a variety of applications. Mix them into baked goods, desserts or use them a topping.

- Cereal
- Coffee
- Hot Beverages
- Milkshakes
- Ice Cream
- Desserts
- Toppings
- Crisped Rice Treats
- Brownies
- Cookies
- Cereal Bars
- Cake Frosting Mixes
- Snacks
- Pudding

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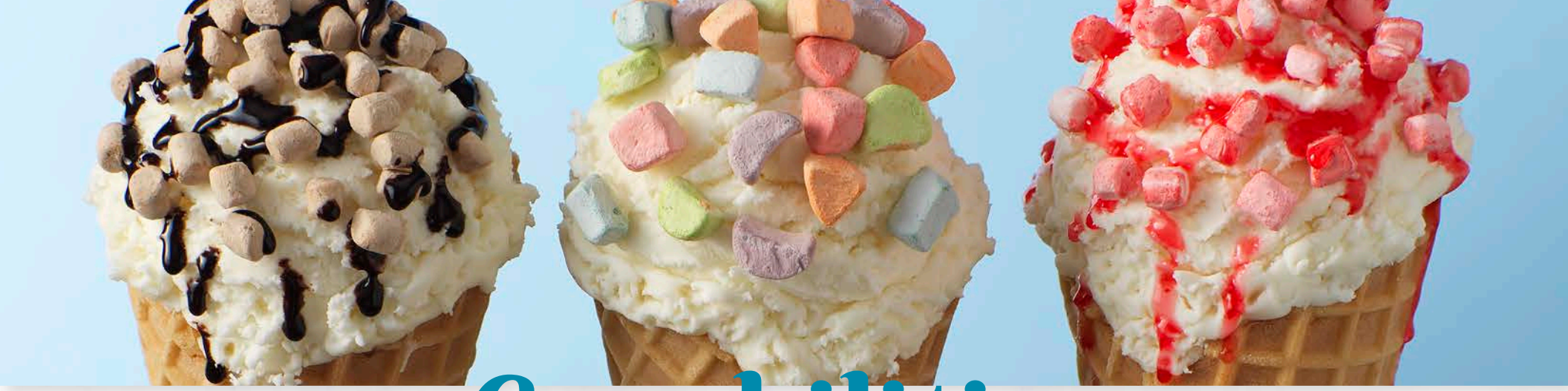

Capabilities

POPULAR

- Our most common designs are:

½ inch disks

¼ x ¼ inch cylinders

SHAPES/COLOR

- Shapes are designed to be:

Single extruded or single color stream

Co-extruded or 2-color stream

2 colors swirled together

- Extensive portfolio of artificial colors. Limited portfolio of natural colors.
- Extensive library of shapes that include geometric shapes holiday, fruits, ocean, nature and more!
- New shapes can be designed for special cases.

BLENDS

- Custom blends can be designed at the request of a customer.

- Combinations of different shapes and colors make up a blend.

- Blends can be designed to be all single-extruded or single and co-extruded

FLAVORS

Vanilla/Marshmallow

Peppermint

Chocolate

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Marbits have been a fan favorite for over 50years

Our unique and wide portfolio offers what confection manufacturers need and want.
It is commonly incorporated into cereal, ultimately making it more appealing to consumers.

Existing Marbit customers have experienced sales growth year over year.

+7%

Licensing, co-branding and flavored Marbits have driven expansion beyond core cereals.

+23%

Source: Nielsen, Total US, RTE Cereal, 2017 & 2018

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Consumer Insights

Insta-Worthy

Over a third of 18 to 34 year olds post pictures of desserts to social media, and far more younger than older consumers are drawn to dramatic, eye-catching dessert offerings.

Consumers look for menu items that are visually appealing, brightly colored and over-the-top.

34% of millenials

34% of millennials say that brightly colored “unicorn” desserts are appealing.

Sources: Technomic, Dessert Consumer Trend Report, 2017
NPD Group– Eating Patterns in America. 2018

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Innovate & Explore

Marbits add dimension, color and sweetness to your product.

Marbits can play an important role in limited-time offer opportunities.

Limited-time offer items are a crucial way to engage existing consumers and attract new ones.

Consider holidays or different occasions and seasons.

Prime branding opportunity.

Custom Marbit blends can help promote your brand.

Shapes can be designed to be tied to your brand look and feel.

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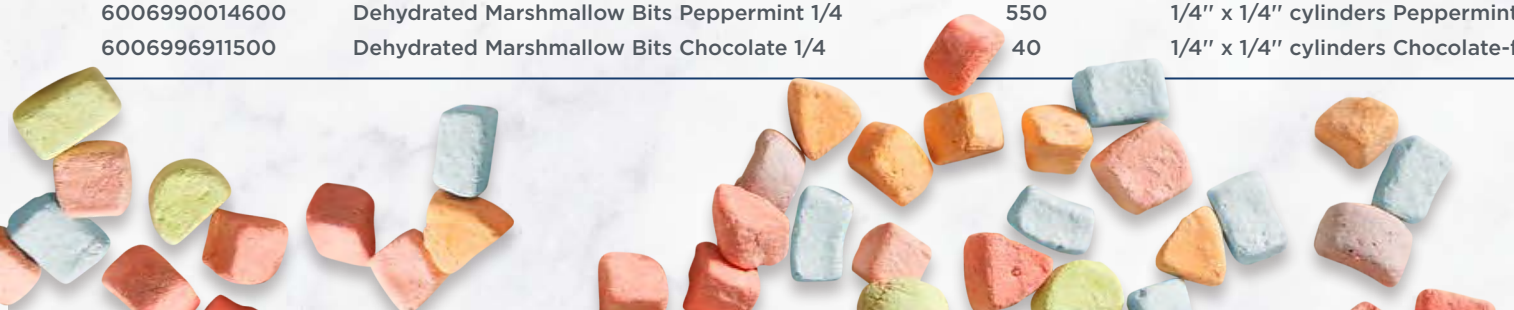
Marbit Stock Items

PRODUCT #	PRODUCT DESCRIPTION	PACK SIZE (LB)	BLEND DESCRIPTION
6006990002900	Dehydrated Marshmallow Bits Generic #8	40	Multi-colored, multi-shaped blend: pink square, orange triangle, blue rectangle, purple crescent, green semi-circle, yellow semi-circle, red & blue swirled triangle
6006997346100	Dehydrated Marshmallow Bits Generic #3	40	Multi-colored, multi-shaped blend: pink square, orange triangle, blue rectangle, purple crescent, green semi-circle, red triangle
6006990011000	Dehydrated Marshmallow Bits Rainbow Color Cylinders	400	1/4" x 1/4" cylinders in five colors: red, green blue, orange, purple
6006996608400	Dehydrated Marshmallow Bits Vanilla	40	1/4" x 1/4" white cylinders
6006990012700	Dehydrated Marshmallow Bits Vanilla 1/4	550	1/4" x 1/4" white cylinders
6006990027800	Dehydrated Marshmallow Bits White Cylinders	500	1/4" x 1/4" cylinders
6006997347500	Dehydrated Marshmallow Bits Mars Lvrs	40	1/4" x 1/4" white cylinders
6006997371800	Dehydrated Marshmallow Bits Mars Lvrs	340	1/4" x 1/4" white cylinders
6006996608700	Dehydrated Marshmallow Bits White Disk	40	1/2" x 1/4" white disks
6006990019900	Dehydrated Marshmallow Bits White Disk	475	1/2" x 1/4" white disks
6006990027700	Dehydrated Marshmallow Bits White Disk	500	1/2" x 1/4" white disks
6006990014600	Dehydrated Marshmallow Bits Peppermint 1/4	550	1/4" x 1/4" cylinders Peppermint-flavored, red & white swirled
6006996911500	Dehydrated Marshmallow Bits Chocolate 1/4	40	1/4" x 1/4" cylinders Chocolate-flavored and colored



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