



Cottage Cheese

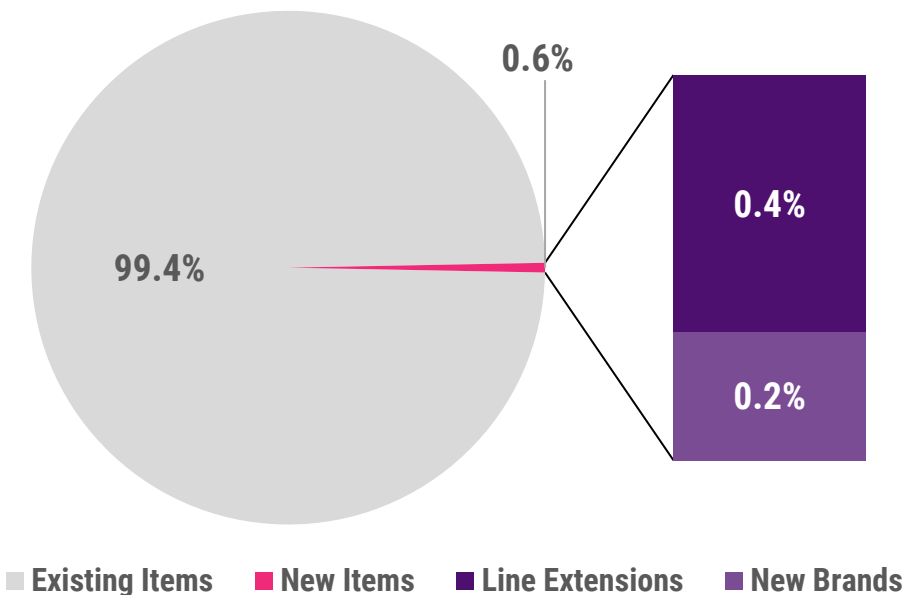
Category Deep Dive



Cottage Cheese | New Item Performance

Cottage Cheese innovations generated \$4.9M in 2024 which is lesser than 2023. New Item sales contribution from line extensions(0.4%) was reduced in 2024 while New Brands(0.2%) saw a minimal growth.

2024 Dollar Contribution To Category
\$4.9M New Item Dollars

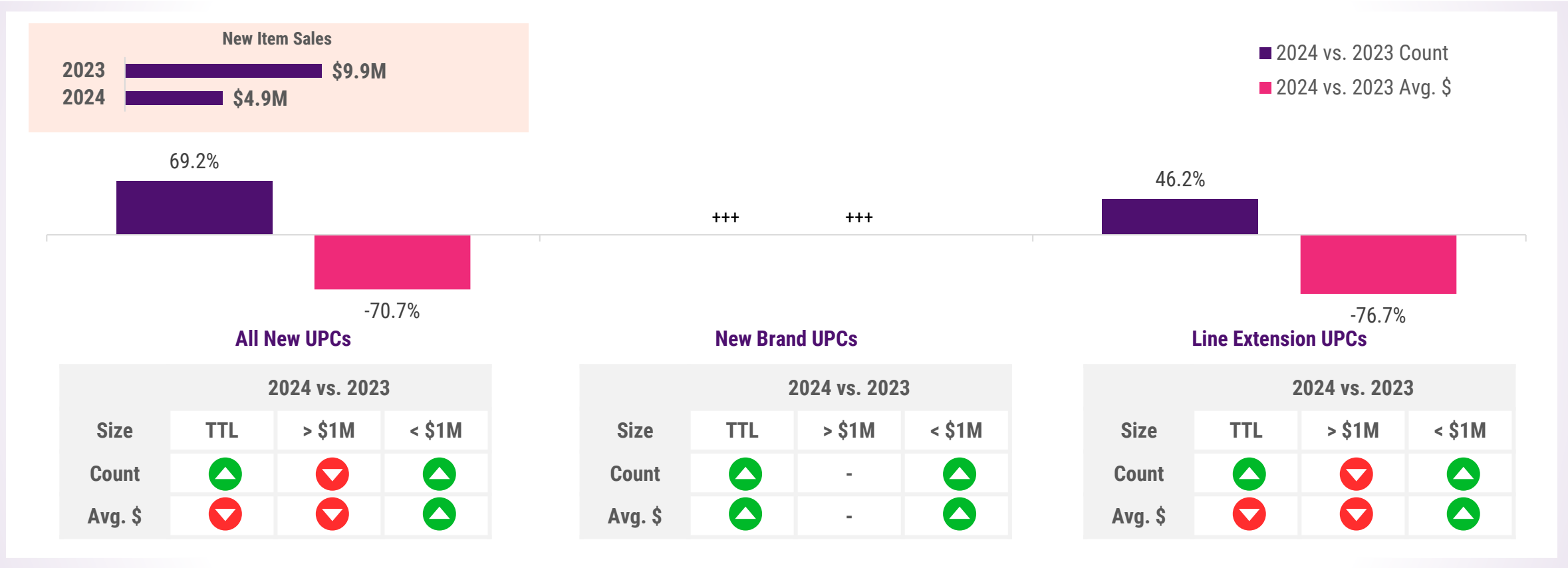


Dollar Share Contribution To Category

| | New Item Dollars | Total New Items | Line Extensions | New Brands |
|------|------------------|-----------------|-----------------|------------|
| 2020 | \$6.1M | 0.9% | 0.5% | 0.4% |
| 2021 | \$20.8M | 2.8% | 2.6% | 0.3% |
| 2022 | \$10.4M | 1.5% | 1.5% | 0.0% |
| 2023 | \$9.9M | 1.3% | 1.3% | 0.0% |

Cottage Cheese | New Item Changes 2024 vs 2023

Decreased average \$ value from Line extension has caused the category decline even with higher number of new items launched in 2024 vs 2023.



+++ - growth % is very high hence marked with +++. Because New Brand in 2023 had zero New Items while 2024 had few New Items

Cottage Cheese | Health & Wellness Trends

Cottage Cheese category emphasizes on Protein, No/Low/Red Fat, Homogenized Pasteurized, No Gluten and Kosher claims, but 2024 innovation leaned heavily on Protein claim.



Cottage Cheese | Top Line Extensions + New Brands

99.6% of total new item sales are contributed by the top 10 brands.

Top 10 Brands With New Item Sales

(Line Extensions + New Brands)



Hood Medleys



Kemps Peppa Pig



Hood



Kemps



Kemps Pj Masks Power
Heroes



Kemps Transformers



Mayfield Dairy Farms



Meadow Gold



Anderson Erickson



Meadow Gold Viva











| New Item Dollar Sales | Max. Distribution | Contribution To New Item Sales |
|--------------------------|----------------------|-----------------------------------|
| \$1,539.7K | 4.3 | 31.3% |
| \$741.9K | 8.6 | 15.1% |
| \$663.7K | 3.0 | 13.5% |
| \$620.8K | 1.4 | 12.6% |
| \$490.5K | 8.0 | 10.0% |
| \$297.4K | 5.9 | 6.1% |
| \$193.7K | 0.5 | 3.9% |
| \$161.4K | 0.8 | 3.3% |
| \$141.0K | 0.4 | 2.9% |
| \$44.2K | 0.7 | 0.9% |

Cottage Cheese | Top Line Extensions

Kemps Peppa Pig is the largest line extension with 15.1% share of Cottage cheese new item sales.

Top 10 Brands With New Item Sales

(Line Extensions Only)

| | | New Item Dollar Sales | Max. Distribution | Contribution To New Item Sales |
|---|-----------------------------|-----------------------|-------------------|--------------------------------|
|  | Kemps Peppa Pig | \$741.9K | 8.6 | 15.1% |
|  | Hood | \$663.7K | 3.0 | 13.5% |
|  | Kemps | \$620.8K | 1.4 | 12.6% |
|  | Kemps Pj Masks Power Heroes | \$490.5K | 8.0 | 10.0% |
|  | Kemps Transformers | \$297.4K | 5.9 | 6.1% |
|  | Mayfield Dairy Farms | \$193.7K | 0.5 | 3.9% |
|  | Meadow Gold | \$161.4K | 0.8 | 3.3% |
|  | Anderson Erickson | \$141.0K | 0.4 | 2.9% |
|  | Meadow Gold Viva | \$44.2K | 0.7 | 0.9% |
|  | Country Fresh | \$19.3K | 0.3 | 0.4% |

Top Products of Line Extension Brands 1-5

1



KEMPS PEPPA PIG

launched strawberry banana flavored cottage cheese with 4% milk fat, available in a four-count multipack totaling 16oz.

2



HOOD

Launched Single Serve Cottage cheese with 4% milk fat in two new flavors— Strawberry, and Blueberry in 5.3oz pack, labeled with 13g of protein.

4



KEMPS PJ MASKS POWER HEROES

launched special edition Strawberry flavored cottage cheese with 4% milk fat, available in a four-count multipack totaling 16oz.

3



KEMPS

Launched Grade A Small curd Cottage cheese with 4% milk fat in plain and pineapple flavors, available in a four-count multipack totaling 16oz.

5



KEMPS TRANSFORMERS

launched special edition Mixed berry flavored cottage cheese with 4% milk fat, available in a four-count multipack totaling 16oz.

Top Products of Line Extension Brands 6–10

6



MAYFIELD DAIRY FARMS

Launched Cottage cheese with 4% milk fat in four new flavors—Plain, Pineapple, Peach and Chive—available in 5.3oz and 5.64oz pack labeled with 14g/17g/18g of protein.

7



MEADOW GOLD

Launched small curd Cottage cheese with 4% milk fat in 3 new flavors—Plain, Pineapple and Peach—available in 5.3oz and 5.64oz pack labeled with protein grams.

9



MEADOW GOLD VIVA

Launched Grade A small curd Cottage cheese with 4% milk fat in Chive flavored 5.3oz pack labeled with protein grams.

8



ANDERSON ERICKSON

Launched regular flavor whipped smooth cottage cheese, with 4% milk fat, available in 24 oz plastic tub

10



Country Fresh

Launched fruit on the bottom Cottage cheese with 4% milk fat in Peach flavored 5.3oz pack

Cottage Cheese | Top New Brands

Hood Medleys is the only New Brand but highest New Item share of 31.3%



Hood Medleys

Top 10 Brands With New Item Sales

(New Brands Only)

| New Item Dollar Sales | Max. Distribution | Contribution To New Item Sales |
|-----------------------|-------------------|--------------------------------|
| \$1,539.7K | 4.3 | 31.3% |

Top Products of New Brands



Cottage Cheese | Rising Stars

Garelick Farms is the only Rising star brand for Cottage cheese with 17.1% share rising item sales.



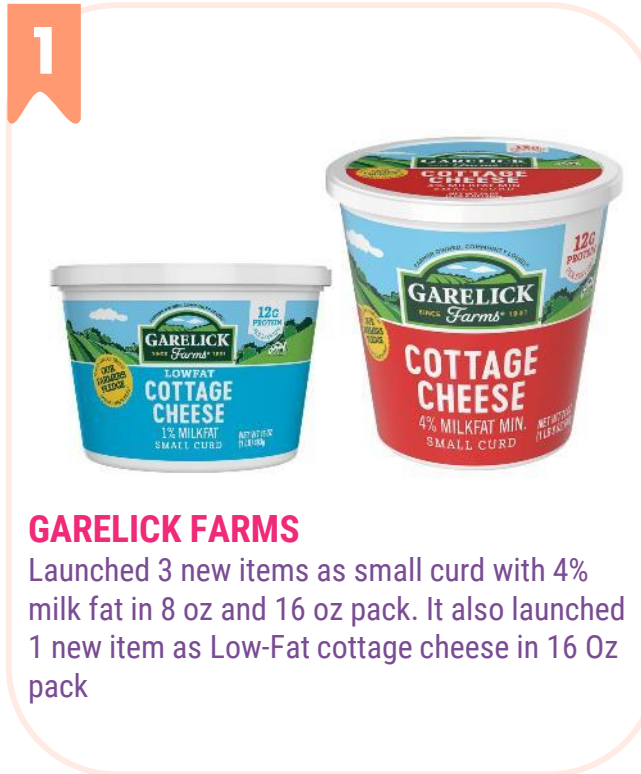
Garelick Farms

Top 10 Brands With New Item Sales

(Rising Stars Only)

| New Item Dollar Sales | Max. Distribution | Contribution To Rising Item Sales |
|-----------------------|-------------------|-----------------------------------|
| \$150.5K | 1.1 | 17.1% |

Top Products of Rising Brand 1-5



GARELICK FARMS

Launched 3 new items as small curd with 4% milk fat in 8 oz and 16 oz pack. It also launched 1 new item as Low-Fat cottage cheese in 16 Oz pack

Thank you

