

Nut Butter Syrup Full Copy Doc. - UPDATE

Comprehensive Document
11/11/20

Campaign Overview:

Limited launch, January 24th to February 13th, exclusively for Target with the potential to combine marketing efforts with Valentine's Day.

[Product Buzz Words:]

- Nut Butter Syrup
- 50% Less Sugar than pure maple syrup
- Smooth Pour
- Non-GMO
- 2g of protein (tertiary point, not primary)
- Doesn't soak in/No more soggy flapjacks or waffles

[IG launch copy:]

TBD Based on Valentine's decision

[Product Hashtags:]

- #NutButterSyrup
- #NoCornSyrup
- #KodiakCakes
- #NewProduct
- #TheBetterNutButterSyrup
- #SmoothPour

Value Propositions:

Maple Peanut Butter Syrup

- No High-Fructose Corn Syrup
 - **Straightforward:** Kodiak Cakes Maple Peanut Butter Syrup is taking the high fructose corn syrup out of flapjack toppings.
 - **Humorous:** Kodiak Cakes Maple Peanut Butter Syrup is telling high fructose corn syrup to take a hike when it comes to better breakfast toppings.
 - **Competitive:** With a rich flavor and added protein, Kodiak Cakes Maple Peanut Butter Syrup doesn't need to hide behind high fructose corn syrup like other brands.

Gen. Conversational: Kodiak Cakes Nut Butter Syrups combine the delicious flavor of real maple syrup and quality nut butter to give you the perfect topping to pour over a stack of flapjacks – without high fructose corn syrup. Good days start with real food, not artificial ingredients, and additives.

- The perfect topping that drizzles on but doesn't soak in
 - **Straightforward:** Kodiak Cakes Maple Peanut Butter Syrup is the perfect pancake topping that drizzles on but doesn't soak in.
 - **Humorous:** Official Kodiak Cake Announcement: The days of soggy flapjacks and waffles are over thanks to Kodiak Cakes Maple Peanut Butter Syrup.
 - **Competitive:** Kodiak Cakes Maple Peanut Butter Syrup is the new frontier of breakfast toppings – free of artificial sugars and flavors, and perfectly blended.

Gen. Conversational: Say so long to soggy pancakes and syrup-logged waffles – Kodiak Cakes Nut Butter Syrups pour with ease but won't drown your flapjacks. That's right, by combining real maple syrup with rich and hearty nut butter we've reinvented the way you top your breakfast. A lower sugar breakfast topping that pours and spreads without soaking in.

- The sweet taste of maple balanced with the creamy texture of nut butter
 - **Straightforward:** Kodiak Cakes Maple Peanut Butter Syrup combines your favorite breakfast toppings into a single, smooth pouring, lower sugar option.
 - **Humorous:** Kodiak Cakes Maple Peanut Butter Syrup is the blended breakfast topping the world didn't know it needed.
 - **Competitive:** Kodiak Cakes is blazing new trails when it comes to balancing the sweet taste of maple syrup with the rich and creamy texture of nut butter.

Gen. Conversational: Circle the wagons for some exciting news when it comes to how you top your breakfast. Kodiak Cakes has taken real maple syrup and perfectly blended it together with creamy nut butter to create a syrup unlike anything before. Folks in the Kodiak Kitchen can't seem to get enough, and we don't think you will either!

- **2g of Protein**

- ~~**Straightforward:** Keep a bottle of Kodiak Cakes Maple Peanut Butter Syrup in your cupboard to add 3g of protein to your morning routine.~~
- ~~**Humorous:** With 3g of protein per serving, Kodiak Cakes Maple Peanut Butter Syrup is thick.~~
- ~~**Competitive:** Kodiak Cakes Maple Peanut Butter Syrup offers 2g of protein per serving, unlike artificial maple syrups.~~

Gen. Conversational: 50% less sugar from pure maple syrup? Well, dog my cats. This ain't your Grand Pappy's bottle of syrup this is Kodiak Cakes Nut Butter Syrup, a perfect blend of real maple syrup and rich, creamy, nut butter. That means 50% less sugar per serving!

- 50% less sugar than pure maple syrup
 - **Straightforward:** Enjoy a maple syrup with 50% less sugar than other brands with Kodiak Cakes Maple Peanut Butter Syrup.
 - **Humorous:** Less sugar. More flavor. Bigger smiles with Kodiak Cakes Maple Peanut Butter Syrup
 - **Competitive:** Kodiak Cakes Maple Peanut Butter Syrup is breakfast's new favorite topping and a guilt-free guilty pleasure.

Gen. Conversational: Why work hard to make a delicious, hearty, and wholesome breakfast only to smother it in sugary syrup and artificial ingredients? That's why the folks at Kodiak Cakes created a Nut Butter Syrup that has 50% less sugar than standard store brand pure maple syrups.

Maple Almond Nut Butter Syrup

- No High Fructose Corn Syrup
 - **Straightforward:** Kodiak Cakes Maple Almond Nut Butter Syrup is taking the high fructose corn syrup out of flapjack toppings.
 - **Humorous:** Kodiak Cakes Maple Almond Nut Butter Syrup is telling high fructose corn syrup to take a hike when it comes to better breakfast toppings.
 - **Competitive:** With rich flavor and added protein, Kodiak Cakes Maple Almond Nut Butter Syrup doesn't need to hide behind high fructose corn syrup like other brands.

Gen. Conversational: Kodiak Cakes Nut Butter Syrups combine the delicious flavor of real maple syrup and quality nut butter to give you the perfect topping to pour over a stack of flapjacks – without high fructose corn syrup. Good days start with real food, not artificial ingredients, and additives.

- 50% Less sugar than standard pure maple syrup
 - **Straightforward:** With less sugar than other syrup brands, Kodiak Cakes Maple Almond Nut Butter Syrup offer the delicious maple taste without ingredients you can't pronounce.
 - **Humorous:** Less sugar. More flavor. Bigger smiles with Kodiak Cakes Maple Almond Nut Butter Syrup
 - **Competitive:** The perfect topping to any flapjack or waffle this pioneering product offers the sweet taste of natural maple syrup without the high sugar content.

Gen. Conversational: Why work hard to make a delicious, hearty, and wholesome breakfast only to smother it in sugary syrup and artificial ingredients? That's why the folks at Kodiak Cakes created a Nut Butter Syrup that has 50% less sugar than standard store brand pure maple syrups.

White space insight - "the only":

There is nothing like this on the market. We have tons of white space.

[Product buzz words:]

- Nut-Butter
- Non-GMO
- 50% Less sugar than pure maple syrup
- Perfectly Blended

[Things to avoid:]

- Healthy
- Healthier than regular pure maple syrup
- Energy/Fuel

[Web/Flavor Descriptions (Jay):]

1. Maple Almond Nut Butter Syrup

Nothing goes better with a stack of flapjacks, waffles, or pancakes than maple syrup. It's the perfect sweet pairing to a hearty breakfast and has been for generations. But what if it could be even better? Kodiak Cakes **Maple Almond Nut Butter Syrup** is blazing a new trail, offering a traditional flavor with 50% less sugar. Meet breakfast's new favorite topping.

2. Maple Peanut Butter Syrup

What happens when the sweet taste of natural maple syrup is seamlessly blended with delicious peanut butter? The perfect finishing touch for any breakfast. Kodiak Cakes' new **Maple Peanut Butter Syrup** combines the best of both worlds with 50% less sugar than traditional pure maple syrups. Inspired by traditional flapjack toppings, Kodiak Cakes is conquering a new frontier when it comes to topping waffles and pancakes.

[Features Et. Al]

- Non-GMO ingredients
- 50% less sugar than traditional pure maple syrups
- Available in two delicious, smooth pouring flavors
- Available in a variety of delicious flavors

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N/A