



FOR IMMEDIATE RELEASE

RollerBites® Launches “Fuel Your Hustle™” Campaign to Power On-the-Go Lifestyles

Norwood, MA – May 20, 2025 — *RollerBites®*, the popular hot protein snack from Home Market Foods, has officially kicked off its “Fuel Your Hustle” campaign, a digital and experiential marketing initiative designed to drive trial and brand engagement among busy, on-the-go consumers.

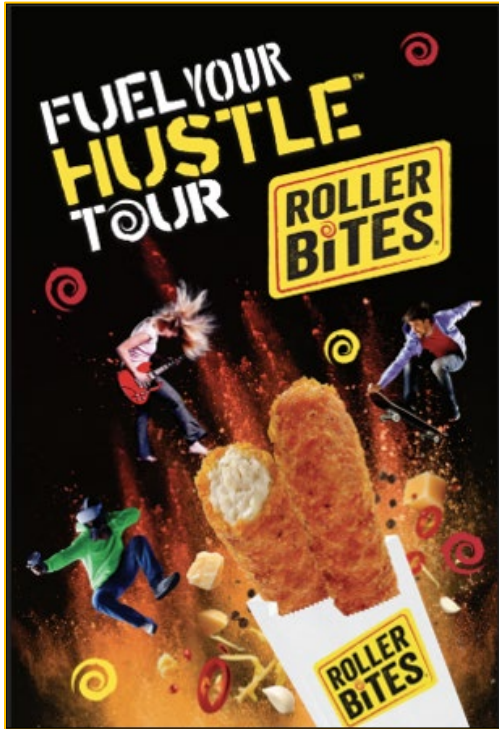
The campaign launched on April 23 and centers on a key consumer insight: today’s convenience store shoppers are seeking high-quality, protein-packed snacks that keep up with their fast-paced lives. *“This insight was the foundation for our campaign’s creative,”* said Mike Curran, Senior Director of Marketing at Home Market Foods. *“We know the core C-store shopper visits the roller grill multiple times per week and RollerBites is a top item on the grill. As younger Gen Z consumers enter the channel, we’re excited to share the RollerBites story with a new generation looking for craveable, protein-rich options on the go.”*

Danielle Diggins, Senior Brand Manager for *RollerBites*, added: *“RollerBites are stacked with 11 grams of protein per serving and bursting with bold, layered flavors made from juicy 100% white meat chicken and real, creamy cheese. They’re a satisfying, no-compromise snack that fuels any hustle.”*

Running during the key Spring and Summer consumption windows for the convenience store channel, the campaign includes:

- A digital brand program to generate awareness and trial
- Digital consumer offers available to participating convenience retailers
- A brand sampling tour with over 55 stops across the Southeastern and Midwestern U.S.

“Fuel Your Hustle is not just a campaign, it’s an opportunity for C-store operators to activate a top-selling brand during peak season,” said Taylor Brunn, Customer Marketing Manager for Convenience Channel at Home Market Foods. *“Retailers are responding positively to the energy and flexibility of the program, which drives attention to the grill and brings new consumers to the brand.”*



The campaign's experiential sampling tour will bring *RollerBites* directly to consumers throughout the summer. *"We're hitting the road,"* Diggins said. *"From May through August, we'll be at various customer locations for five-hour visits, sharing the RollerBites story and giving consumers a taste of why this snack is a favorite for fueling their hustle."*

RollerBites continues to lead innovation in the hot snack category, having earned top honors at the NACS (National Association of Convenience Stores) Show. Most recently, the Chicken & Waffles *RollerBites* flavor took gold in the "Hot New Items" category.

For more information on the "Fuel Your Hustle" campaign or to find a *RollerBites* retailer near you, visit rollerbites.com

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