



FOR IMMEDIATE RELEASE

**Stauffer's Rebrands Iconic Animal Crackers as 'Simply Animals'
and Announces National Rollout**

Rebrand strengthens shelf clarity, brand recognition, and long-term category growth

York, Pa. — January 23, 2026 — Stauffer's®, a wholly owned subsidiary of Meiji America and the category leader in animal crackers and cookies, today announced the upcoming nationwide rollout of Stauffer's Simply Animals®, debuting an updated name and packaging for its iconic Stauffer's Animal Crackers. The brand refresh builds on Stauffer's long-standing leadership by strengthening brand recognition, simplifying the shopping experience, and fueling continued category growth. Stauffer's Simply Animals will make its national debut on shelves in mid-to-late April 2026.

"Simply Animals will continue to deliver what families have trusted since 1871—great-tasting crackers with the same flavor and crunch that have made Stauffer's a family favorite for generations. This isn't a departure from who we are—it's a natural evolution," said Ken Vlazny, Senior Vice President of Sales and Marketing at Stauffer's. "Our leadership comes from honoring that legacy while continuing to listen to our consumers and evolving to offer what families want from today's snacks."

Recent consumer research revealed that while shoppers strongly recognized and loved the product, many referred to it simply as "the red bag" or struggled to pronounce the Stauffer's name. Simply Animals solves this challenge with a clear, descriptive name that improves digital and in-store shelf navigation, strengthens memorability, and enhances brand blocking at retail. Consumer feedback also revealed that families want to purchase snacks free from artificial ingredients.

As a result, Simply Animals will be made without high-fructose corn syrup and artificial colors in a peanut-free facility here in the U.S. And with a clearer, more powerful on-shelf presence, it will be easier than ever for shoppers to recognize, connect with, and enjoy the same crackers they've loved for 155 years.



The rebrand also introduces a cast of playful new characters—led by Bryson the Bear and his friends—adding personality, storytelling, and emotional connection for today's families. Bryson the Bear will come to life across Stauffer's marketing ecosystem, including social media, digital, and web, helping families engage with the brand in fun and meaningful ways.

Vlazny added, "With new characters like Bryson the Bear, we're bringing more fun and more ways for families to connect with the brand than ever—wherever they meet us."

Stauffer's enters this next chapter from a position of clear category strength:

- **#1 brand in animal cracker and cookie unit and dollar sales**
(Source: NielsenIQ Animal Cracker & Cookie Subcategory, FMCG + Convenience, w/e 1.4.26)
- **34.6% of shoppers are loyal to Stauffer's** — more than 7 points higher than other animal cracker brands
(Source: NielsenIQ Animal Cracker & Cookie Subcategory, FMCG + Convenience, w/e 11.15.25)
- **31.2% share of total animal cracker sales**
(Source: NielsenIQ Animal Cracker & Cookie Subcategory, FMCG + Convenience, w/e 11.15.25)

The standard retail price for Simply Animals Original bag (16 oz) is \$3.59.

About Stauffer's®:

Stauffer's® is a wholly owned subsidiary of Meiji America Inc. and is best recognized for its Animal Crackers Original. The company, founded by David F. Stauffer in 1871, has evolved since its humble beginnings, but has stayed true to its roots by remaining in its York, Pa.-based headquarters, which has helped Central Pennsylvania become known as the Snack Food Capital of the World. Over the years, the company has added full lines of baked snacks including the popular SNAPS™, Whales® Baked Cheddar Crackers, seasonal favorites and more – all made in the U.S. Connect with us on Instagram [here](#).

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