


***** NEW PRODUCT ALERT *****

Pillsbury™ Mini Soft-Baked Cookies Now Available in Confetti Flavor

WHAT: There is reason to celebrate as General Mills Convenience bakes up a new, festive flavor of Pillsbury™ Mini Soft-Baked Cookies for convenience stores. Now available in [Confetti](#), the bite-sized cookies give c-store retailers a fun option for their sweet snack set.

The cookies, also available in **Chocolate Chip** and **Double Chocolate Chip**, deliver a soft-baked texture from Pillsbury—a brand synonymous with great taste and quality. Individually wrapped, Pillsbury™ Mini Soft-Baked Cookies appeal to shoppers looking for an indulgent snack they can eat on-the-go.

<p>Pillsbury™ Mini Soft-Baked Cookies:</p> <ul style="list-style-type: none"> • Available in bulk: 9 boxes of 6 packages (3-ounce size bags) of cookies • Shelf Location: Sweet Treats • Suggested Retail Price: \$1.69 • Pillsbury™ has 87% brand awareness and desirability is in line with Oreo¹ • Pillsbury™ Soft Baked Cookie growth outpaces the sweet category in C-stores² • Confetti is the #2 flavor turning in top 1/3 of category³ 	
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WHERE: For more information about Pillsbury™ Mini Soft Baked Cookies, convenience store retailers can contact their General Mills Convenience sales representative, call 1-800-243-5687 or visit www.generalmillscf.com.

About General Mills Convenience

General Mills Convenience partners with convenience stores to provide must-have products from top-turning brands, in-store displays, best-practice planograms and merchandising tools to help retailers serve their on-the-go patrons. Its distinguished brand portfolio includes Big G Cereals, Yoplait, Nature Valley, Gold Medal, Pillsbury, Chex Mix, Bugles, Gardetto's and Annie's. For more information, please visit www.generalmillscf.com.

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¹ Nielsen Syndicated, TTL US HS, 52 wks end 10/05/19, PBUS 28ct Soft Baked Cookie Consumer Empathy Interviews 10/31/20

² Nielsen TTL US C-store, 26 wks end 7/31/21

³ Nielsen TTL US Dry Grocery Cookies, 4 wks end 7/31/21

CONTACT: Sarah Peterson
General Mills Convenience
651.646.8233 | Sarah.peterson@genmills.com