



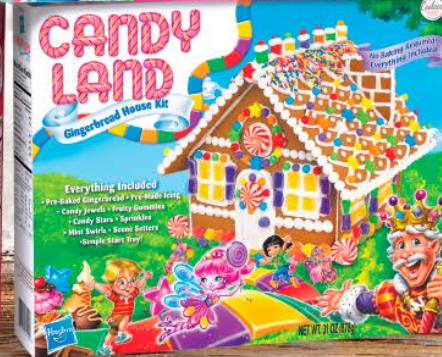
2017

# Gingerbread Kit

LINE UP

Family fun activity with everyone's favorite Characters!

Start a new tradition this season.







# CANDY LAND

# GINGERBREAD HOUSE KIT

**Order by  
August 1st  
to ensure  
Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Candy Land Gingerbread House kit! A complete kit with everything you need! It includes TONS of candy and Scene Setter friends to make an awesome Candy Land gingerbread house! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16155 6
- Unit Net Weight: 31 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16155 3
- Case Net Weight: 15.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



## TARGET AUDIENCE KIDS 3-6, 18+ & NOSTALGIC ADULTS

**1M COPIES OF GAMES  
SOLD EACH YEAR**

**100% USA BRAND  
AWARENESS  
HAS BECOME A POP  
CULTURE ICON**

**A CHILD'S BELOVED FIRST  
GAME FOR 4 GENERATIONS**







# A CHRISTMAS STORY

# GINGERBREAD HOUSE KIT

**Order by August 1st to ensure Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing A Christmas Story Gingerbread House kit! A complete kit with everything you need! PLUS it includes a bunch of Scene Setter friends to make a festive A Christmas Story gingerbread house! Start a new tradition this season.



## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16204 1
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16204 8
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



**TARGET AUDIENCE**  
KIDS 5-12 & NOSTALGIC ADULTS

**#1 MARATHON RANKED**  
**SHOW OF ALL TIME!**

**MOST RENTED HOLIDAY**  
**MOVIE VIA NETFLIX**

**AIRES EVERY CHRISTMAS**  
**WITH 39M VIEWS**

**1.5M+ FACEBOOK**  
**FANS**



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# the Elf on the Shelf GINGERBREAD HOUSE KIT

**Order by  
August 1st  
to ensure  
Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Elf on the Shelf Gingerbread House kit! A complete kit with everything you need! PLUS it includes a cool Elf gummy character and Scene Setter friends to make an awesome Elf on the Shelf gingerbread house! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16205 8
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16205 5
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



## TARGET AUDIENCE

KIDS 1-10 & FAMILIES WITH YOUNG CHILDREN

**4M+** VISITS A SEASON  
ON ELF'S WEBSITE

**11M** FAMILIES CELEBRATED THE HOLIDAYS  
WITH THE ELF ON THE SHELF® EACH YEAR

**OVER 700K FACEBOOK FANS**



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# Frosty the SNOWMAN GINGERBREAD HOUSE KIT

**Order by August 1st to ensure Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Frosty the Snowman Gingerbread House kit! A complete kit with everything you need! PLUS it includes a cool Frosty gummy character and Scene Setter friends to make the coolest Frosty the Snowman gingerbread house ever! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16199 0
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16199 7
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



**TARGET AUDIENCE**  
KIDS 2-10 & NOSTALGIC ADULTS

**19M+** VIEWS ON  
CBS CHANNELS

A TRULY CROSS  
GENERATIONAL PROPERTY

**90%+** AWARENESS AMONG  
PARENTS & GRANDPARENTS

**OVER 600K FACEBOOK FANS**

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NET WT. 29 OZ (822g)





DESPICABLE  
**ME**  
MINION MADE

# Minions GINGERBREAD HOUSE KIT

Order by  
**August 1st**  
to ensure  
Delivery!

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Despicable Me Minions Gingerbread House kit! A complete kit with everything you need! PLUS it includes TWO Minion gummy characters and Scene Setter friends to make a unique Minions gingerbread house! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16202 7
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16202 4
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



**NEW MOVIE RELEASE:  
JUNE 30th 2017**

**MERCHANDISE TARGET  
KIDS 6-12, TEENS AND MILLENNIALS**

**50M+ FACEBOOK  
FANS COMBINED**

**\$1B+ IN RETAIL SALES  
TO DATE**

**\$2.6B+ THE FILM SERIES  
HAS GROSSED**







# My Little Pony GINGERBREAD HOUSE KIT

**Order by  
August 1st  
to ensure  
Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our My little Pony Gingerbread House kit! A complete kit with everything you need! PLUS it includes an adorable Pinkie Pie gummy character and Scene Setter friends to make an awesome My Little Pony gingerbread house! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16306 2
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16306 9
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



**TARGET AUDIENCE  
GIRLS 4-12 & NOSTALGIC ADULTS**

**NEW MOVIE RELEASE:  
OCT. 6th 2017**

**86% GLOBAL BRAND  
AWARENESS**

**1.2B ANNUAL RETAIL  
FRANCHISE BRAND**

**1M+ FACEBOOK FANS**

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NET WT. 29 OZ (822G)





**NUM NOMS™**  
Smell so delicious!™

# GINGERBREAD HOUSE KIT

**Order by  
August 1st  
to ensure  
Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Num Noms Gingerbread House kit! A complete kit with everything you need! PLUS it includes a yummy Num Noms gummy character and Scene Setter friends to make a delicious Num Noms gingerbread house! Start a new tradition this season.

**SCENTED, COLLECTIBLE,  
FOOD INSPIRED & SURPRISING  
TARGET AUDIENCE  
GIRLS 5-9**

**THE NEW MERCHANDISE WILL BEGIN  
ROLLING OUT IN THE U.S. IN Q4 2016**

**PROGRAM TO LAUNCH  
SPRING 2017**



## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16307 9
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16307 6
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6







# PEANUTS GINGERBREAD HOUSE KIT

**Order by  
August 1st  
to ensure  
Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Peanuts Gingerbread House kit! A complete kit with everything you need! PLUS it includes an adorable Snoopy gummy character and Scene Setter friends to make an amazing Peanuts gingerbread house! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16206 5
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16206 2
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



**TARGET AUDIENCE  
KIDS 3-10 & NOSTALGIC ADULTS**

**99% CONSUMER BRAND  
AWARENESS**

**#1 HOLIDAY RATED  
TV MOVIES**

**12M+ FACEBOOK  
FANS**

**COMIC STRIP READ BY  
45 MILLION PEOPLE A DAY**



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DREAMWORKS

# Trolls

# GINGERBREAD HOUSE KIT

**Order by  
August 1st  
to ensure  
Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing our Trolls Gingerbread House kit! A complete kit with everything you need! PLUS it includes an adorable Poppy gummy character and Scene Setter friends to make an awesome Trolls gingerbread house! Start a new tradition this season.

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 122755
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 12275 2
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



**TARGET AUDIENCE**  
**GIRLS 4-12 & NOSTALGIC ADULTS**  
**MOVIE RELEASED:**  
**NOV. 4th 2016**  
**NEW TOP EVERGREEN LICENSE**  
**NETFLIX SERIES COMING IN 2017-18**  
**JUSTIN TIMBERLAKE'S SONG FOR THE**  
**SOUNDTRACK 'CAN'T STOP THE FEELING!' HIT**  
**NO. 1 ON POP SONGS & ADULT POP SONGS CHARTS**



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NET WT. 29 OZ (822g)





# SANTA AND FRIENDS

# GINGERBREAD HOUSE KIT

**Order by August 1st to ensure Delivery!**

A fun filled family activity that is more than a traditional gingerbread house kit. Introducing Santa & Friends Gingerbread House kit! A complete kit with everything you need! PLUS it includes a bunch of Scene Setter friends to make a festive holiday gingerbread house! Start a new tradition this season.



**SANTA CLAUS HAS EVOLVED INTO THE CULTURAL ICON WE KNOW TODAY!**  
**95% OF AMERICANS CELEBRATE CHRISTMAS**  
**3.2T RETAIL INDUSTRY SALES THIS HOLIDAY SEASON**  
**9M VISITORS ON NORAD TRACKS SANTA WEBSITE**

## PRODUCT INFORMATION

- 8 Units per case
- Unit UPC: 037695 16203 4
- Unit Net Weight: 29 oz
- Unit Dimensions: 12" x 9.875" x 2.25"
- Case GTIN: 100 37695 16203 1
- Case Net Weight: 14.5 LBS
- Case Dimensions: 19" x 12.75" x 10.25"
- Case Cube: 1.44 cft
- Pallet Ti Hi: 7 : 6



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