



Situation

Consumers are looking for healthy solutions and Mott's offers healthy options for all life stages.

Fact

High brand awareness. Known for "Mom Trusted", "Apple Expert" and "Real Fruit Goodness".

Fact

Highest brand equity in health vs competition.

Fact

There is 1 fruit serving in every applesauce 4.5oz cup, and 2 fruit servings in every 8oz glass of apple juice.

Benefit

Can be used as an ingredient in sauces, pasta's, desserts, baking, marinades and more.

Benefit

Excellent option for kids meal side or healthy snack. Avg. eater check is higher when kids meal/menu is present.