

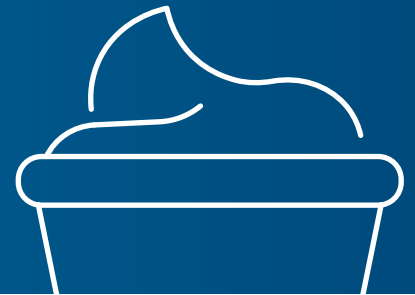


Schreiber®

THE "LITTLE TREAT" REVOLUTION: HOW CREAM CHEESE CAN CAPTURE THE MODERN SNACKER



Snacking has fundamentally changed. It's no longer just about satisfying hunger between meals; it's about finding small, affordable moments of comfort and indulgence throughout the day. This shift, led by Gen Z and Millennials, creates a powerful opportunity for private brands to win with one of the most versatile and beloved products in your portfolio: **cream cheese**.



THE TREND: SNACKING IS THE NEW NORMAL SNACKING OCCASIONS THAT FEEL REWARDING AND JUSTIFIED.

- Younger consumers are driving an acceleration in snacking. Nearly half of all Americans now snack three or more times a day, and this habit is deeply ingrained in their daily routines. For Gen Z and Millennials, this is especially true, over 40% are snacking more frequently than they did just a year ago.
- What's fueling this behavior? The "little treat" mindset. Consumers are turning to snacks for both functional and emotional reasons, seeking small indulgences that boost their mood and serve as a form of everyday self-care. They want snacks that feel special but are accessible enough to enjoy without guilt.

CREAM CHEESE: THE PERFECT INGREDIENT FOR THE "LITTLE TREAT" MOMENT



This is where cream cheese becomes the hero. It perfectly embodies the balance of indulgence and accessibility that modern snackers crave.

Consumer Needs	How Cream Cheese Delivers
Emotional Comfort	Its rich, creamy texture and satisfying flavor provides an instant mood boost and a sense of comforting indulgence.
Accessible Luxury	It delivers a premium, decadent experience at an affordable price point, making it a justifiable everyday treat.
Versatility for Any Craving	It can be the star in an endless variety of applications, from savory dips and spreads to sweet, rewarding mini-desserts and stuffed bites.

YOUR WINNING OPPORTUNITY

- The modern snacking landscape is a clear call to action. Consumers are actively seeking affordable, mood-boosting products that fit seamlessly into their lives.
- By positioning cream cheese as the cornerstone of your snacking innovations, your brand can own these moments. You have the power to create the go-to indulgent snacks that are both rewarding for the consumer and highly profitable for your business. Let's build the next generation of private brand snacks that customers will crave and come back for.

CONSUMER INSIGHTS

▶ 73% OF AMERICANS SNACK AT LEAST ONCE A DAY

Source: SPINS, The Evolution of Snacking: Impulse to Intention, 2025

▶ 56% OF AMERICANS REPLACE TRADITIONAL MEALS BY SNACKING OR EATING SMALLER MEALS

Source: SPINS, The Evolution of Snacking: Impulse to Intention, 2025

▶ 42% OF PEOPLE HAVE TREATS ONCE OR MULTIPLE TIMES A WEEK

Source: Datassential, Little Treat Culture, September 2025

▶ 37% OF CONSUMER SAY THEY PREFER LITTLE TREATS THAT ARE SWEET

▶ 21% OF CONSUMERS SAY THEY PREFER SAVORY TREATS

Source: Datassential, Little Treat Culture, September 2025