

STATE FAIR is #1

STATE FAIR is the #1 brand of Corn Dog in the U.S.

Consumer Fit

- Corn Dogs are the ideal hand-held food for the time conscious, on-the-go C-Store customer.
- C-Store visits for snack occasions by family with kids are rising as more families are using road-trips for family vacations. Corn Dogs appeal to kids!
- PM Snack occasions are on the rise in C-Stores and Corn Dogs are the perfect hand-held snack item.

Operational Fit

- Durable products that hold in warmer for up to 4 hours.
- Low labor requirements & high margin potential.
- No buns or wrappers, and minimal condiment expense.



	Product	\$ Share of Category - Grocery
1	STATE FAIR	35.9
2	FOSTER FARMS	29.6
3	PRIVATE LABEL	10.4

