



## **New Lodge Bakeware**

**8/1/2021**



A top-down view of various baked goods arranged on a dark surface. In the top left, there are several triangular tarts with a light-colored filling and a raspberry on top. Next to them is a rectangular loaf of bread in a dark pan. To the right of the loaf are three long, narrow slices of bread. Below these are two rows of small, round cookies with a light-colored filling and a raspberry on top. In the top right corner is a large round pie with a dark chocolate filling. In the bottom left corner is a large round pie with a light-colored filling and several raspberries on top. To the right of this pie are several round cookies with a light-colored filling and a raspberry on top. In the bottom right corner are several triangular tarts with a dark chocolate filling and a white flower on top. The word "Bakeware" is written in a bold, black, serif font on a yellow banner that spans the width of the image.

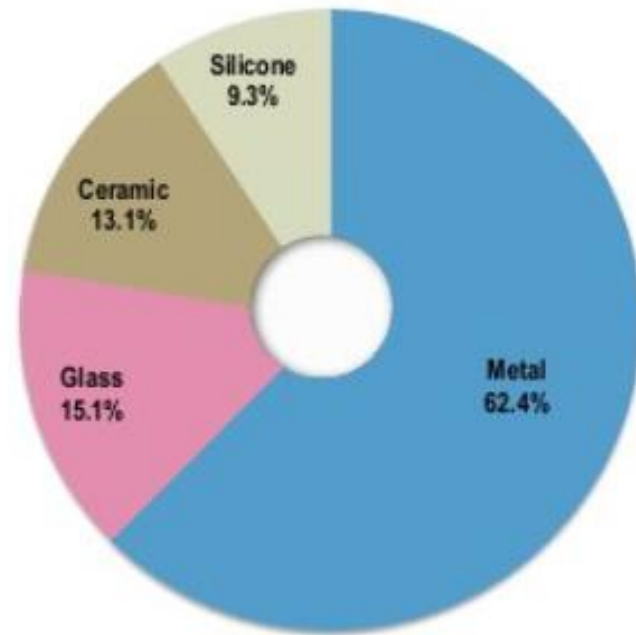
# Bakeware

# Bakeware Category Overview

Metal Bakeware  
Retail Dollar Sales (in millions)\*



Consumer Purchase Intent by Bakeware Type\*\*



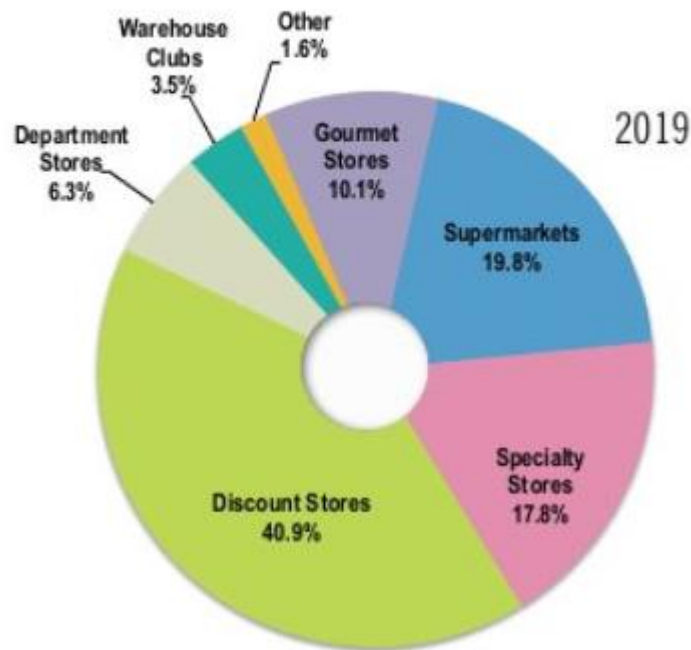
- The metal bakeware category is \$612M and grew 13.5% in 2019.
- Metal is the largest substrate in bakeware at a 62.4% share.



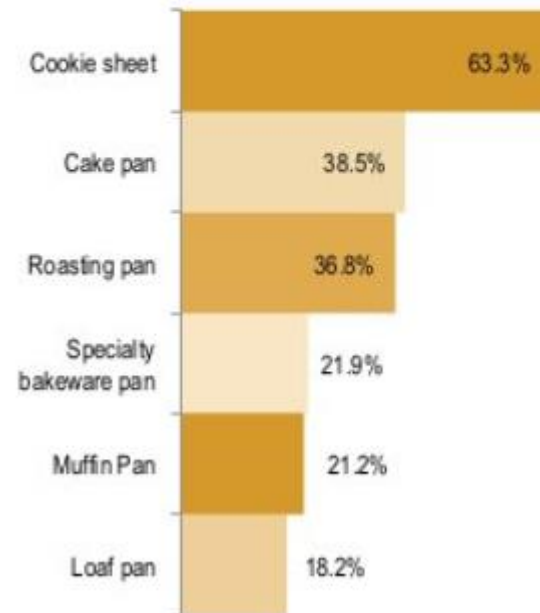


# Bakeware Category Overview

Retail Dollar Share by Channel\*



If you were planning to make a bakeware purchase in the next 12 months, which products would you be most likely to purchase? (choose two)



- Discount Stores, Supermarkets, Specialty and Gourmet stores are the top destinations for consumer bakeware purchases.
- Cookie sheets, cake pans, and roasting pans have the highest purchase intent.



# Lodge Bakeware Strategy

## 1. Consumer Driven Product

- Offer the right products for **cast iron** baking
- Draw in new consumers and expand usage among current users

## 2. Brand Development

- Deliver a differentiated positioning
- Build brand awareness

## 3. Channel Development

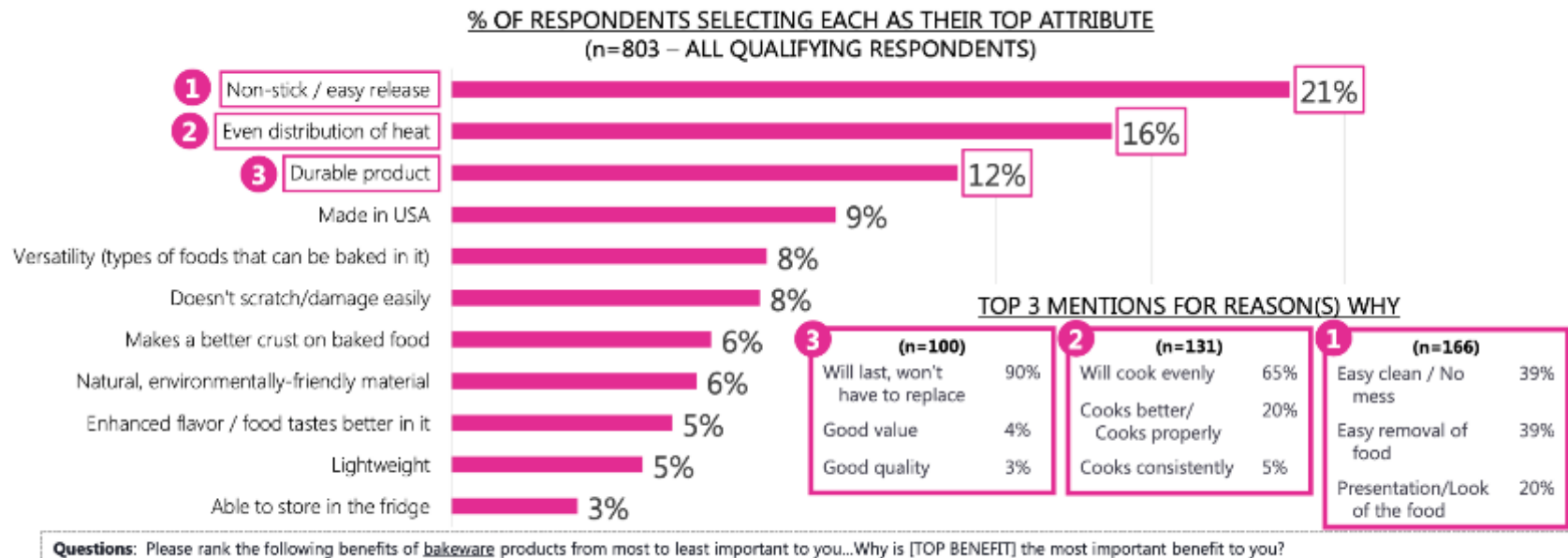
- Expand distribution (fill in gaps)
- Ensure right in-store placement



# Bakeware Attributes|

## Features that Matter to Consumers

- Cast iron delivers on the most important features that consumers want in bakeware
- Lodge will not compete on the non-stick feature, rather will highlight natural finish and ingredients (iron + oil) as the relevant differentiating proposition
- Lightweight is less important to consumers, however Lodge will utilize thin wall designs to minimize this potential barrier to purchase



# Category Behaviors | Cast Iron Consideration

- While overall category penetration is low, cast iron consideration is high across all types of foods baked

	Bread (n=274)	ALL Sweets / Baked Goods (n=310)	Cake (n=45*)	Muffins (n=42*)	Cookies (n=45*)	Cupcakes (n=44*)	Brownies (n=43*)	Pie (n=48*)	Pastries (n=39*)	Egg Dish (n=252)	Pizza (n=296)	Casserole (n=317)
Definitely/Probably would consider	65%	47%	39%	43%	35%	46%	50%	39%	81%	68%	55%	51%
Definitely would consider	47%	24%	16%	15%	20%	26%	19%	22%	53%	44%	36%	31%
Probably would consider	19%	23%	23%	28%	15%	21%	31%	17%	28%	24%	19%	19%
May consider	18%	21%	29%	27%	11%	25%	21%	24%	4%	15%	27%	27%
Probably Not	11%	22%	29%	24%	33%	21%	17%	23%	6%	13%	11%	17%
Definitely Not	5%	11%	2%	6%	21%	8%	12%	15%	10%	3%	7%	6%

Question: Would you consider using a cast iron (black, seasoned) [BAKEWARE TYPE, Q3.5] to bake [FOOD]?



# Category Behaviors |

## Cast Iron Pricing

- Consumers expect cast iron bakeware to cost more than traditional bakeware substrates, between \$15 and \$43 more

	Skillet (n=123)	Dutch oven (n=64*)	Rectangular/ Square baking dish (n=486)	Round cake pan (n=115)	Sheet pan (n=276)	Loaf pan (n=181)	Muffin pan (n=110)	Pie pan (n=93)	Seasonal/ Specialty pan (n=41*)	Other (n=86*)
Don't know / Not sure	32%	30%	39%	27%	31%	36%	36%	28%	34%	45%
Answering	68%	70%	61%	73%	69%	64%	64%	72%	66%	55%
MEAN AVERAGE PRICE	\$56	\$107	\$23	\$33	\$16	\$14	\$19	\$16	\$18	\$18

### CAST IRON EXPECTATIONS

COST MORE	56%	41%	67%	62%	77%	70%	72%	81%	62%	74%
AVERAGE MORE (\$)	+38	+43	+20	+21	+18	+15	+19	+18	+18	+22
COST THE SAME	38%	53%	31%	35%	21%	28%	25%	14%	36%	15%
COST LESS	6%	6%	2%	3%	3%	2%	3%	5%	2%	11%

**Question:** As best as you can remember, how much did that [MATERIAL, Q3.6]-[BAKEWARE TYPE, Q3.5] that you last used to bake [FOOD] cost? As best as you can remember, how much did that [MATERIAL, Q3.6]-[BAKEWARE TYPE, Q3.5] that you last used to bake [FOOD] cost? How much more? How much less?





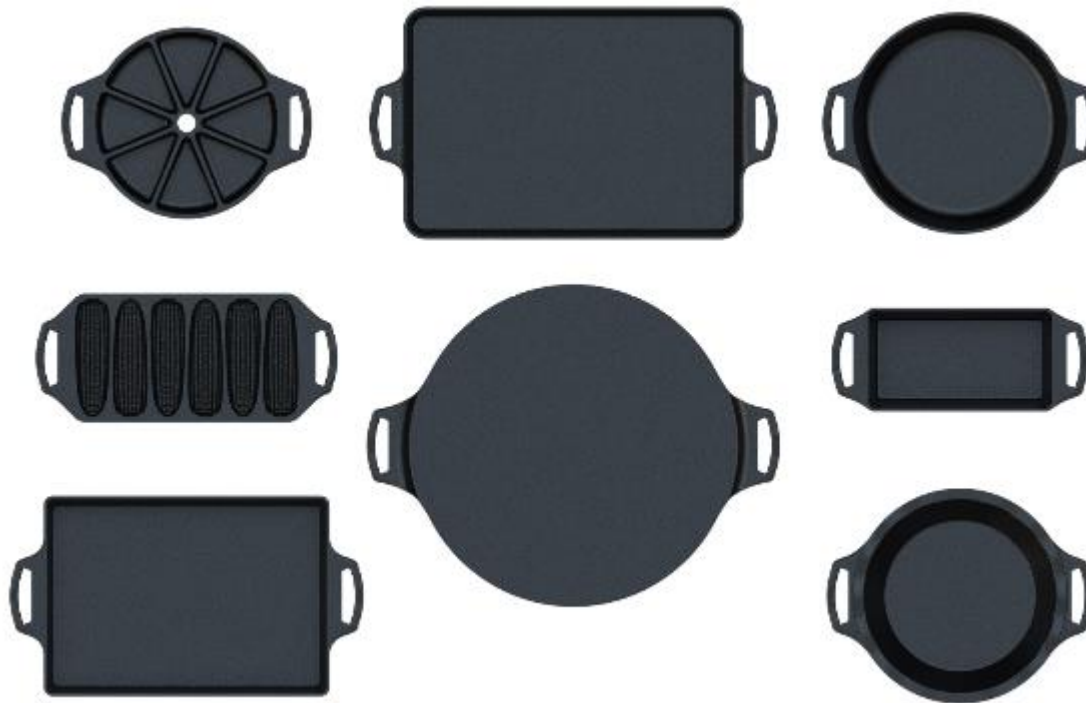
# Product Design Objectives

- Thoughtful design with consumer in mind
- Create category differentiation
- Nod to Lodge cookware design language while creating bakeware's own relevant identity



# New Lodge Cast Iron Bakeware

Introducing the Lodge Cast Iron Bakeware Collection, the only full line of American-made cast iron bakeware on the market.



- **Reliable durability** — Each piece is made to last and won't dent, bend, or warp like other bakeware products
- **Versatility** — There's no limit to what you can make in cast iron bakeware. From cookies and cakes to casseroles, pizza, and bread, the sky's the limit!
- **Quality craftsmanship** — All Lodge cast iron cookware and bakeware is proudly made in the USA



# Loaf Pan – 8.5” x 4.5”



- Item #: BW8LP
- Case Pack: 3
- Packaging: Belly Band



# Baker's Skillet – 10.25”



- Item #: BW10BSK
- Case: 3
- Packaging: Belly Band



# Pie Pan – 9.5”



- Item #: BW9PIE
- Case: 3
- Packaging: Belly Band





# Wedge Pan – 8 impressions



- Item #: BW8WP
- Case: 3
- Packaging: Belly Band



# Cornstick Pan – 6 impressions



- Item #: BW6CRN
- Case: 3
- Packaging: Belly Band



# Baking Pan – 15.5” x 10.5”



- Item #: BW15BP
- Case: 2
- Packaging: Belly Band



# Pizza Pan – 15”



- Item #: BW15PP
- Case: 2
- Packaging: Belly Band



# Casserole – 9” x 13”

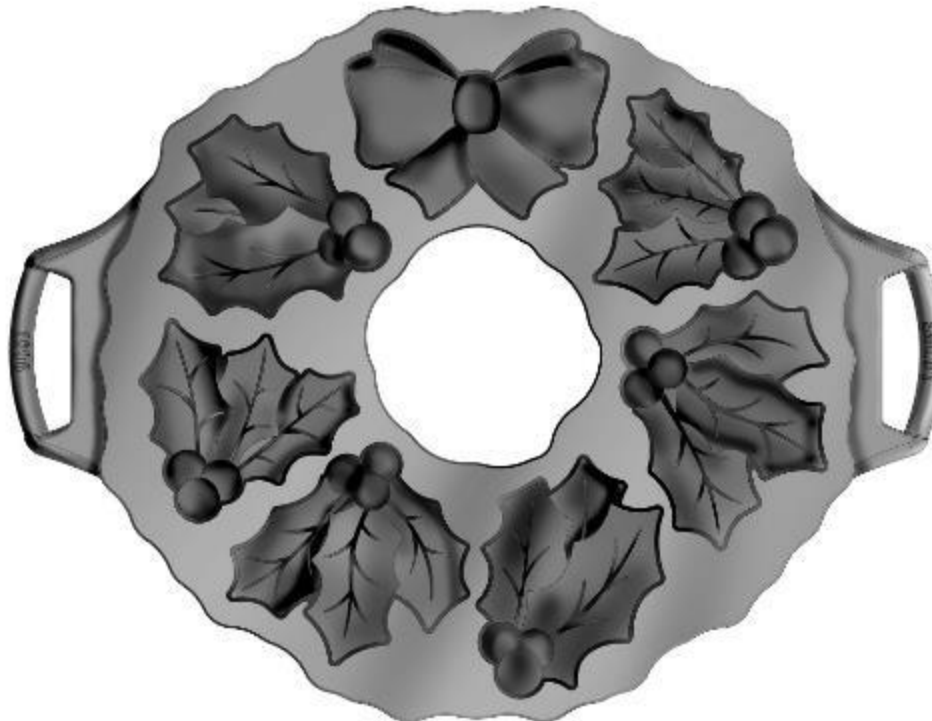


- Item #: BW13C
- Case: 2
- Packaging: Belly Band





# Holiday Wreath – 7 Cakelets



- Item #: BWHW
- Case: 2
- Packaging: Belly Band



# New Bakeware Assortment

Item	
Loaf Pan - 8.5" x 4.5"	
Baker's Skillet- 10.25"	
6 Stick Cornstick	
Pie Pan	
Wedge Pan	
Baking Pan (Jelly Roll) - 15.5" x 10.5"	
Casserole - 9" x 13"	
Pizza Pan - 15"	
Seasonal Pan (Holiday)	



# Silicone Grips



# Bakeware with Silicone Grips

Item	
Loaf Pan - 8.5" x 4.5"	
Baker's Skillet- 10.25"	
6 Stick Cornstick	
Pie Pan	
Wedge Pan	
Baking Pan (Jelly Roll) - 15.5" x 10.5"	
Casserole - 9" x 13"	
Pizza Pan - 15"	
Seasonal Pan (Holiday)	



# Existing Bakeware discontinued

Item #	Item
L527C3	5 Cornstick Pan
L27C3	7 Cornstick Pan
L4LP3	Loaf Pan
L8CB3	Wedge Pan
P7A3	Aebleskiever
L7B3	Mini Cake Pan
L5P3	Muffin Pan

- All existing Lodge bakeware has been discontinued.







**Thank You!**

