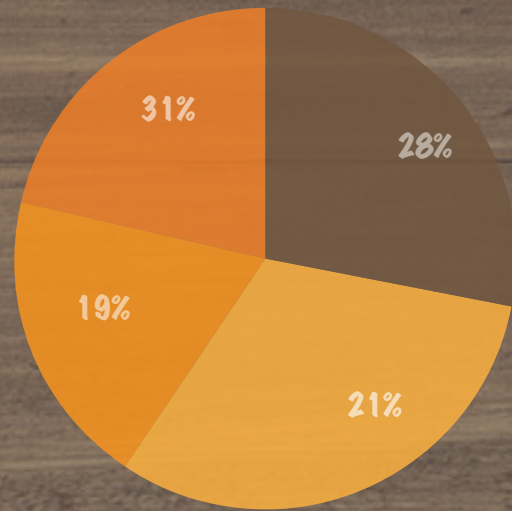


Cheetos

Fun Facts



Their first mascot was a **MOUSE**



Cheeto Brand Loyalty

- Purchase another brand (28%)
- Go to another store (31%)
- Get one on the next trip (19%)
- Get a similar product (21%)

*based on approximate values

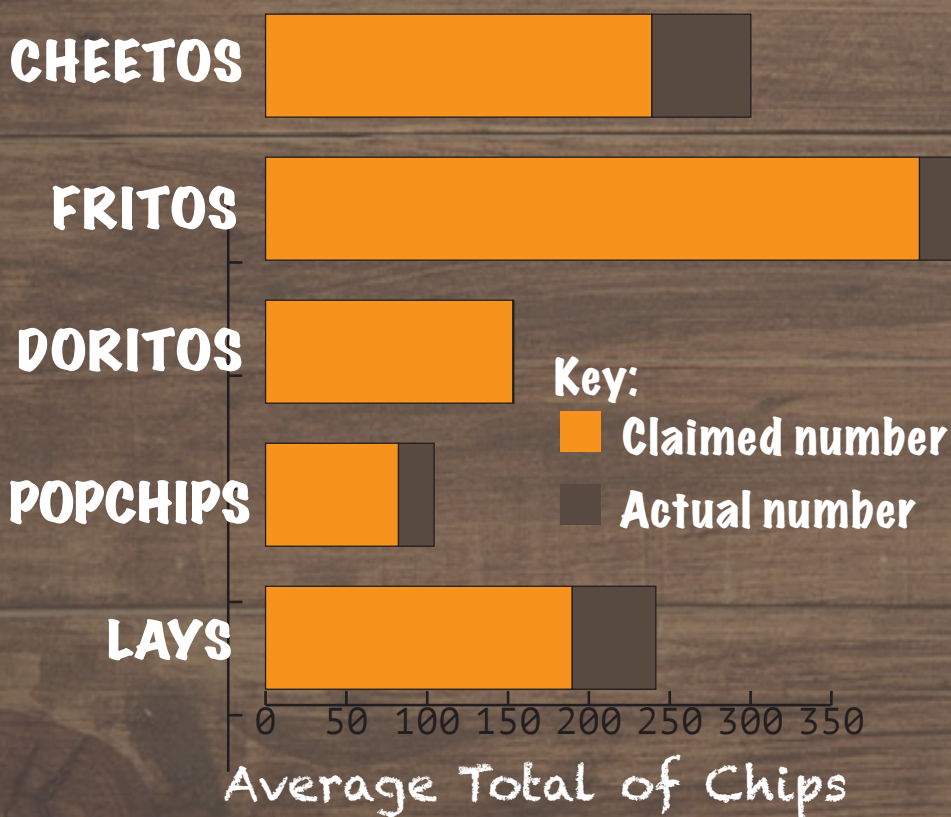
IOWA is home to the largest **CHEETO**

42% of people decide to buy Cheetos while at the store

Consumers rate the chip a

9.2

Number of Chips in a bag vs. Claimed number



No candles around when the lights go out? Thanks to hydrocarbon and fat, use...

Cheetos

Background
<https://www.pexels.com/photo/abstract-antique-backdrop-background-163999/>
 Logo inspiration
<https://www.fritolay.com/snacks/product-page/cheetos>
 Graphs and numbers
<https://www.infocout.co/brand/cheetos/survey>
<https://www.northingtonpost.com/things/7-things-you-didnt-know-about-9368070.html>
 Mouse image
<https://pixabay.com/en/animal-attractive-beautiful-boy-1238228/>
 Cheeto Fire fun fact
<https://spoonuniversity.com/lifestyle/cheetos-fun-facts>
 Iowa and mouse fun facts
<https://swirled.com/cheetos-facts/>