

March 6th



# National Oreo Day

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How & Why Oreo Keeps Coming Up  
with Crazy Limited Edition Flavors





The classic cookie  
can't be beat, so  
why does Oreo  
keep releasing  
flavors like  
Watermelon and  
Carrot Cake?

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# March 6, 1912

Sadly, if you missed your chance to try Carrot Cake Oreos, they may never come back. Since March 6, 1912 (the day when the term Oreo was first used on the trademark forms) Oreo has had a simple recipe for success:

**two chocolate cookies with one layer of creme.**





# March 6, 1912

The world has changed quite a bit since Oreo debuted over 100 years ago, and now the brand must change, too. That's why the folks behind America's most enduring cookie are constantly releasing different colored and flavored Oreo cookies and creams on supermarket shelves.



But why is Oreo messing with a good thing? How do they come up with flavors like Fruit Punch, Jelly Donut, Peeps, Watermelon, Swedish Fish, umm, Love?



An Interview with: Justin Parnell: Senior Marketing Director Oreo USA.

# Oreo's 100th birthday = Flavor Revolution

Oreo released a lemon sandwich cookie back in the 1920s, but the company's modern-day obsession with new flavors truly began in 2012.

Oreo Celebrated their 100 Year Anniversary by launching Birthday Cake Oreo.

**Traditional Chocolate  
Sandwich Cookies  
with  
Birthday Cake-Flavored  
Creme.**







“It was such a hit  
that we launched  
it as a permanent  
item.”

-Parnell

Like any savvy brand, Oreo  
took this as a sign that the  
market was ready for more  
of the same.

# Nowadays Competition

It's an all-out battle for your money and attention in the supermarket snack food aisles, and Oreo has to stand out in order to stay at the top of every shopper's mind. One way to do that is through *limited-edition cookies*, which the company defines as an Oreo *only* available for four to six weeks.





Releasing new flavors like Apple Pie and S'mores, are part of a *strategy* to excite consumers about a cookie invented in the early 20th century.



Equally as important are the *partnerships* with other brands, like the Birthday Cake Mickey Mouse themed cookies and “Game of Thrones”



# Limited-edition Oreos make a ton of dough

In the 2018 fiscal year, the limited edition cookies helped contributed to the brand's 3 billion dollars of revenue.

Resulting in the release of 14 limited-edition cookies in 2019.

The original Oreo is still the top-selling cookie, but the limited-edition flavors do more than just give people something to talk about....

*Limited  
edition*





“Our Oreo flavor buyers buy 50% more Oreo than the average buyer.

We see that they’re buying Oreo for more occasions, whether it’s a holiday Oreo cookie for more festive occasions, the original cookie for those simple moments when you just want the good old classic or when we do something really different and exciting like a Peeps/Oreo

Partnership.

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# Process for Creation of Limited Edition

It's not one person's job: It's a team that includes food scientists & chefs in its East Hanover, New Jersey, Headquarters.

But the brand isn't just taking ideas from experts - it's open to listening to anyone.

Like *YOU*



# “The Most Stuf”

“The Most Stuf came out of a lot of comments on social media around the love of the creme,” Parnell noted. “In fact, a couple of years ago the all creme Oreo was a joke on social media, and it spoke to the [public’s] absolute love of the creme. Then there was an opportunity for us to take that insight and develop a product that they’d never seen before: the Most Stuff with the most creme ever.”

The cookie based on a joke paid off, as Parnell said it’s one of the fastest selling Limited-edition Oreos in the past few years.







“Once we’ve identified a winning concept, it takes anywhere between 12 to 18 months to market. We have a dedicated team of *marketers*, *researchers* and *product developers* who are continually monitoring trends and coming up with new concepts.”

-Parnell

They typically have 50 ideas in consideration at a time, and work on developing recipes and testing those ideas with the Oreo-buying public.

“We test the flavors we’ve shortlisted among our Oreo buyers [in focus groups],” he said. But even if the new flavor appeals to hardcore fans, it doesn’t mean it’ll ever be released.

“We want to ensure that it’s not only appealing to our most loyal consumers, but also light buyers, or non-buyers of the brand,” he noted. “We also want to ensure that it’s

- appealing to younger consumers.”



# Not all the flavors are a hit.....

*One person's least favorite Oreo is another's treasure!*

“You have some that are going to appeal to a more narrow audience, even those play a role. Because typically we'll get a lot of buzz and excitement among a very passionate following. They still help to build the brand, and they help to make the brand contemporary and relevant.”



Even if you're talking smack about the latest Oreo cookie on Twitter, the company seems to be happy that you're talking about them.

# The most innovative flavors never make it to store shelves in the U.S.

Hearing news about the types of cookies launching in *International Markets* is a little disheartening. Sure, America gets some outthere flavors, but what about incredible sounding snacks

like *Hot Chicken Wing* and *Wasabi* from China or Brazil's *Torta de Limón*?



Mondelēz Intl  
@MDLZ

Innovation sensation: #TeamMDLZ @Oreo just launched two new BIG and BOLD flavors in #China: Hot Chicken Wing and Wasabi!

♡ 1,331 8:01 PM - Aug 21, 2018

“I think sometimes a flavor or an ingredient might not be quite strong enough to have the kind of [domestic] demand that we would consider successful,”

Parnell noted.



Sometimes limited edition flavors are such a huge hit in the U.S. that they’re produced for other markets. Birthday Cake was eventually made available to the European market.

For the moment, it doesn’t appear the demand for a spicy and savory Oreo internationally is replicated here in the U.S.

# Oreo's next goal? Improving the cookie's visual impact.

Based on the amount of news coverage and social media chatter about new Oreo flavors, consumers can't get enough. But some of the most successful modern food trends on social media have a grabby visual element, from eye-popping ice cream to colorful poke bowls. Does that mean Oreo might try to change up its look beyond a different colored cookie or creme? Yes and no...

“You'll never see a square Oreo,” Parnell noted. While the cookie will always be round (or even egg-shaped in the case of the Peeps version), the brand is continuing to innovate when it comes to its look.



“People love to share products that have a wow factor, and we’re seeing that with the *Most Stuf*. They want to share it with their friends.”



***STAY TUNED***

So what's next? Oreo  
covered in edible glitter?  
A half Reese's/half Oreo  
mashup cookie?  
An Oreo that harnesses  
augmented reality?  
In order for the brand to  
stay relevant for another  
100-plus years, they'll  
have to figure it out.

# To Keep Kids Away From Parents' Cookies, Oreo Thins Put Other Brands' Logos on Package



