

New Look, New Flavors, Same Great Taste: Whoa Dough to Unwrap Exciting Updates at Expo West

-Updated Packaging; #Whoaments Social Media Campaign Launch; New Snack Bar Flavor for K-12 Market and More -

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/EINPresswire.com/ -- Whoa Dough, renowned for its innovative gluten-free cookie dough snack bars, will showcase

their latest brand updates and innovations at Expo West from March 12th to 16th at the Anaheim Convention Center in Anaheim, California. Whoa Dough will have two designated booths this year, offering even more 'snack happiness!'



Attendees are invited to visit Booth #N2300 to check out Whoa Dough's updated packaging for its entire cookie dough snack bar line and sample the brand's latest flavor, the Oatmeal Chocolate Chip snack bar, specifically developed for the K-12 school market. Booth #5629 will feature Whoa Dough's highly anticipated refrigerated ready-to-bake and safe-to-eat raw cookie dough in both the Chocolate Chip and Sugar Cookie flavors. This will be the first time consumers will be able to sample the brand's newest product at Expo West.

The Whoa Dough Cookie Dough snack bars have been revamped with new packaging with clear product images and a prominent label that reads "Cookie Dough Snack Bar" for easy identification. The packaging is designed to capture consumers' attention and encourage deeper engagement with the product. In addition, each wrapper now includes a delightful #Whoament or fascinating fact on the back, providing an element of enjoyment for consumers. Todd Goldstein, founder of Whoa Dough, is excited about these enhancements, which mark the debut of the brand's "Whoaments" campaign.

"Following our participation in Mondelez International's CoLab program, we identified a gap in consumer awareness regarding the contents of a Whoa Dough bar package and the essence of 'Whoa Dough' itself," explained Goldstein. "We seized the opportunity to inject some fun into our packaging with shareable 'Whoaments' that encourage consumer interaction on social media. Whether you're enjoying a snack at a game, winding down after dinner, or grabbing one during

your morning commute, we invite you to share these moments with us."

Eric Hurwitz, Whoa Dough's Chief Marketing Officer, emphasizes that their gluten-free, soy-free, vegan, and non-GMO cookie dough evokes exclamations of 'Whoa!' owing to its irresistibly delicious taste. The brand aims to spread positivity through its #Whoaments, creating more 'Whoa' moments in the world. By sharing an interesting or amusing #Whoament, their team hopes to brighten people's days and make a meaningful impact.

Additionally, Whoa Dough is launching its new Oatmeal Chocolate Chip Cookie Dough bars at Expo West, which are formulated to cater to the K-12 market. Like their Oatmeal Cookie Dough Bar launched last spring, this flavor is Smart Snack approved and helps school districts earn one full grain credit. The demand for allergen-friendly, Smart Snack-approved options in school menus prompted California's Orange County Public School district to become an early adopter of Whoa Dough. Whoa Dough plans to create more variations using the oatmeal base, with Oatmeal Chocolate Chip as the inaugural addition, building on the success of its oatmeal flavor. "With five of our seven flavors meeting Smart Snack criteria, the oatmeal varieties offer a full-grain credit. This adherence to USDA guidelines ensures our snacks are nutritious and appealing to students and parents," said Goldstein.

Expo West attendees will also get to sample Whoa Dough's refrigerated ready-to-bake Chocolate Chip Cookie Dough and the eagerly awaited Sugar Cookie Dough. Crafted to be gluten-free, vegan, egg-free, nut-free, soy-free, dairy-free, non-GMO Project Verified, and OU kosher certified, Whoa Dough's cookie dough offers a delicious and allergen-friendly option for consumers. Whether eaten raw or baked into nine delightful cookies, this versatile treat is sure to please.

For more information about Whoa Dough and the complete product line, visit www.whoadough.com.

LINK TO PRODUCT IMAGES:

<https://drive.google.com/drive/u/1/folders/1Cn6UJs5sgMdfvQxpC2R6XCKl5wDbQdNx>

About Whoa Dough

Whoa Dough is a cookie dough company on a mission to bring more snack happiness to the world. Sweet, right? Whoa Dough was launched in 2020 by one smart cookie who, along with his sons, had been diagnosed with gluten intolerance. But what began as a bummer became a big idea that took cookie dough where it had never been before. Today, Whoa Dough is home to wildly craveable, allergen-friendly cookie dough snack bars that are certified gluten-free, dairy-free, soy-free, and egg-free. Each dough-licious bar contains 4–5g of protein, less than 10g of sugar, and 100% plant-based ingredients. The brand's newest additions, Whoa Dough Chocolate Chip Cookie Dough and Whoa Dough Sugar Cookie Dough combine raw cookie dough's classic, indulgent taste that can be enjoyed right out of the bag or baked into delicious cookies—providing the best of both worlds for cookie dough enthusiasts. With only 90 calories and 8 or 9 grams of sugar per serving, it is gluten-free, nut-free, vegan, soy-free, egg-free, dairy-free, and

kosher. Join us on our journey to spread happiness. Whoa. Just Whoa.

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