

# New Adjacency | New Category

**Opportunity:** Launched Ball Park into its first new category in the brand's 50-year history. Also the first new category for Sara Lee Corp. in 10 years.

**Solution:** Ball Park Flame Grilled Burgers



## Results:

First Year Revenue: \$35 million

In Market Since **2012**

IRI Pacesetter Winner | Dollar Ranked # 34



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