

Shopkick and Auntie Anne's Tear Into America's Pretzel Preferences

Americans want the knotty treat lightly salted and at the mall

REDWOOD CITY, CALIF -- April 22, 2019 -- In honor of the upcoming National Pretzel Day on April 26, [Shopkick](#), the leading shopping rewards app, and [Auntie Anne's](#), the home of the nation's #1 soft pretzel, partnered to ask over 40,000 Americans the burning question, "What are your pretzel preferences?"

The answer? Give me the O.G. salty snack dipped in cheese at the mall, please.

Take a dip into America's pretzel picks:

Flavor Findings

- **Salt of the Earth:** When asked about their pretzel palates, 63 percent said they opt for a salty pretzel, followed by sweet (33 percent), then spicy (3 percent).
- **To Dip or Not to Dip:** 54 percent of pretzel-lovers get saucy and reach for their favorite dip; the majority (55 percent) favor cheese, followed by sweet glaze (13 percent), honey mustard (9 percent), light cream cheese (9 percent), caramel and marinara flavored last with 7 and 4 percent respectively.
- **Something to Chew On:** 68 percent treat pretzels as a true finger food and tear in, while 32 percent bite right through.

Shoppers can get rewarded for pretzel purchases at Auntie Anne's across the country this pretzel day by using the Shopkick app.

Shopkick conducted a survey of 40,074 users to gain insights into shoppers preferences and purchase behaviors of pretzels. The survey was conducted online from April 6, 2019 to April 8, 2019.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product engagement, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, General Mills, Groupon, GSK, Hotels.com, Hulu, Marshalls, Nestle Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

Press Contact:

Katherine Madariaga for Shopkick
kat@thekeypr.com
(415) 602-4395

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