

Spectrum Brands
WE MAKE LIVING **BETTER** AT HOME™

DillyBean Toaster

Breakfast NPD Team



- **Project Justification:** Refresh JellyBean Toaster Platform ID (TR1278 & TR1478) - housing & SS accent - to aid in transitioning to new Essentials by PowerXL brand.
- **Ex-factory:** Dec 1, 2023 (SS24)



TR7827



TR7847

“Dillybean” Toaster Brief:

A refresh of our popular Jellybean chassis.

Improve user Interface to have LED Indication for selected function & improved visibility of toasting shade selected, addressing negative consumer feedback of previous generation.

Costs:

- Retail WMT:
 - 2 slice: \$19.96
 - 4 slice: \$29.96

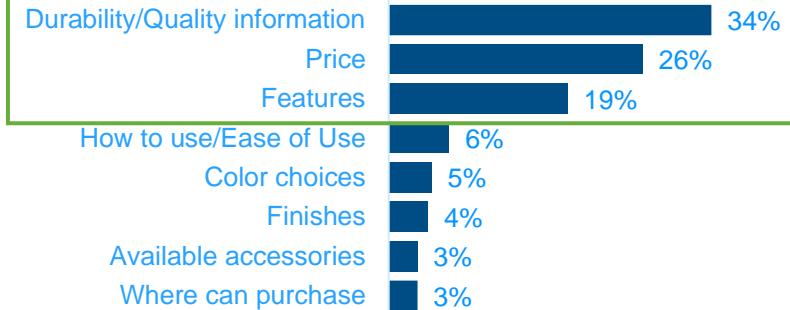
Faceoff & Important Features



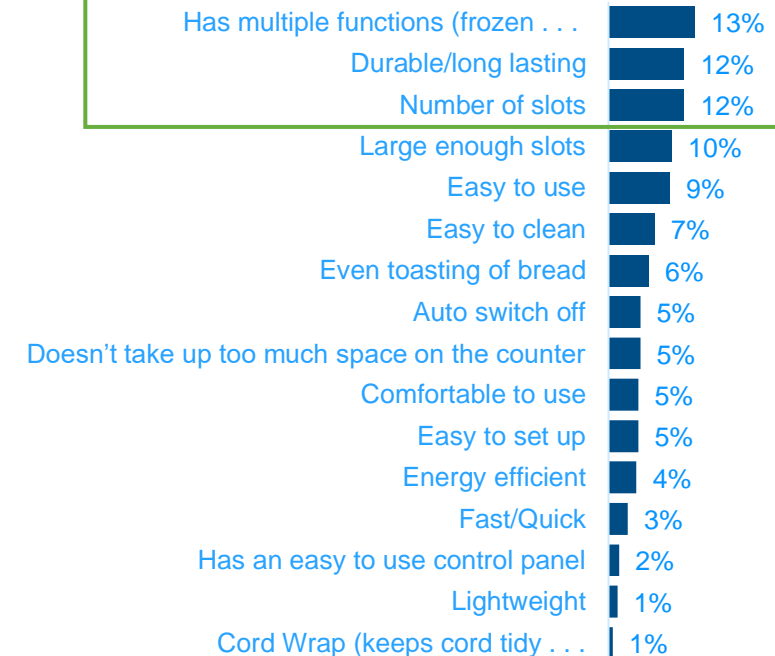
BRAND	HAMILTON BEACH	Essentials by PowerXL
SKU	22217	TBD
Retail*	\$17.96	\$19.96
Star Rating**	4.1	TBD
FEATURES		
Extra Wide Slots	X	X
Bagel		X ✓
Frozen		X ✓
Cancel	X	X
Shade Settings	7	7
High Lift	X	X
Crumb Tray	Slide-out	Drop Down
Cord Wrap/Storage	X	X
Main Finish	Chrome/Black	Stainless/Black
Warranty	1 Year	2 Year

Sources: *retail from WMT store walk 9/29/22
** star rating from Walmart.com 10/14/22

Information Sought Considered Most Important n=269



Most Important Features & Benefits n=313



Source: Kitchen Appliances Shopper Path to Purchase: Toasters, Bigchalk analytics, January 29, 2021



Multi settings | easy to use | compact size | wide slots



Great Little Toaster

So far a great little toaster that does not take up most space on the counter. Toasts evenly and have a great variety of settings..



Basic toaster

I love that its super easy to use and even my youngest son age 8 can use it without assistance.



Toasts evenly

This toaster worked as stated even toasted my bagel evenly. It was small and compact. Feels more on the flimsy side than other black and decker products.



No title

I have had it for a month, it does its job. It has large openings for larger size or type of breads. Looks nice the only thing is that its super light weight, I wish it was more sturdy. But overall, it is a good little toaster. Recommend



No frozen/bagel indicator | light weight | take long time to toast | Uneven toasts



Nothing to write home about

This is a very simple toaster. The toasting seems to work well my issues are else were. There are buttons for frozen items but there is no light to indicate you hit it and it is in fact on.



Poor Design

Poor front button design. How do you push them without pushing the whole toaster? Also doesn't brown English muffins.



Buy something else. There are much better toasters

*Pros: Looks good, self centering toast, wide slots. cord wrap on bottom.
Cons: Toasts the bread on outside much darker than the inside. Selector knob needs to be improved, hard to tell where it is set.*



Takes too long to make toast

I can make toast in a cold oven, faster than this toaster. Breakfast is finished, before the 3rd slice is toasted.

Walmart Toasters Portfolio

- Mainstays
- Farberware
- Cuisinart
- Hamilton Beach
- Oster
- Beautiful
- B+D

Notes: Retail prices as of September 2022. Ranking based on WMT POS L12M ending September 2022
* Online pricing

4 Slice

\$19.96



MSF0BK100017875

#4

480K units/\$13.3M

\$29.96



TR1478BD-T2

\$44.00



FWF0SS100017876

\$49.00



CPT140

2 Slice

NEW



22217

#1

1.4 units/\$13.7M

\$9.98



TSK-P20

#3

502K units/\$7.7M

\$17.96



22680

#5

367K units/\$7.2M

\$19.96*



TR1278D-T

#2

514K units/\$11.4M

\$22.96



TR0012SS

\$29.96*



TSSTTRJB22

\$29.96



TR3490BS

\$32.96



CPT12WM

\$41.95*



190346

\$10

\$15

\$20

\$25

\$30

\$35

\$40

\$45

\$50