

01d · THE CANARY SERIES · V1.1

Where the Canary Flies Next.

The Open Shelf

01a showed Big Food selling the legacy shelf. 01b showed why demand is forcing the sale. 01d asks the question that follows: where on the grocery shelf is there still room for a new brand to win?

17

CATEGORIES SCORED
FIVE TESTS · 25 MAX

57/95

COHORT BRANDS IN
BEV · SNACK · BAR · CANDY

1 · 0

COHORT BRANDS IN
BREAD · DELI MEAT

5

OPENINGS
WHERE THE SHELF IS OPEN

“The insurgents crowded into four aisles. The openings are in the ones they skipped.”

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SHELF lens · adds the GLP-1 cut

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WHERE 01d SITS IN THE SERIES

01a · DEMAND

The Canary in the Gold Mine

Who is selling, and who is buying?

\$152.5B of legacy divested against \$95.6B of BFY acquired. A \$57B net legacy outflow that has to land somewhere.

01b · TAILWINDS

Why the Canary Is Singing

Why is demand forcing the sale?

GLP-1, MAHA, UPF and the Gen-Z shelf reset. Four forces and one barbell: the middle of the shelf vanishes.

01d · SHELF

Where the Canary Flies Next

Where can a new brand still win?

Score every aisle for open demand, tired incumbents and empty fields. Read the gaps against the cohort.

01 • THE THESIS

The rotation left gaps on the shelf.

The insurgent wave has crowded into the same few aisles, and the biggest openings are in the ones it skipped. Of the 95 Canary SUPPLY brands, 57 sit in beverages, snacks, bars or candy. One is in bread. None is in deli meat.³³

Read 01a backwards.

01a's Great Rotation figure has an OUT column: the categories Big Food is selling. Shelf-stable legacy (Chef Boyardee), the Kellanova take-private (\$35.9B, which carried Eggo and Pop-Tarts into Mars), and the Unilever Foods sauces deal with McCormick (\$44.8B). Those are not just deals. They are aisles changing hands, and three of them sit directly on 01d's openings: breakfast, family meals and the sauce base layer. The OUT column is a map of where the shelf is opening.

Then apply 01b.

01b's tailwinds say where demand is going. GLP-1 households are moving spend away from pantry staples and carb-centric items toward protein, fiber and functional nutrition.³ MAHA and the dye deadlines are forcing reformulation across whole categories at once.^{12,13} UPF scrutiny is now a disclosed 10-K risk at Campbell's, PepsiCo, Conagra, Kraft Heinz and Smucker.³² They point at the same aisles the OUT column is shedding.

Then look at who showed up.

Very few insurgents did. The cohort sits where the tailwinds are weakest or already crowded: prebiotic soda, protein bars, salty snacks. 01a's Wave 3.0 buyers need reformulator-grade assets, and the aisles that need them most have the fewest candidates.

THE SERIES READ

The five openings are everyday bread, breakfast (cereal plus frozen breakfast), family-scale frozen meals, deli and refrigerated protein, and the clean base layer of sauces, dressings and cooking fats. **Each one has a legacy seller in 01a, a demand force in 01b, and almost no brand in the cohort.** That combination is the white space.

02 • THE SHELF LENS

Five tests. Higher means more open.

Each category gets 1–5 on five tests, 25 points maximum. The tests are built so that each one reads against a Canary track: demand pull against 01b, incumbent fatigue against 01a, open field against the SUPPLY cohort.

TEST	WHAT A 5 LOOKS LIKE	READS AGAINST
Demand pull	Spend is moving toward the category's next version: protein, fiber, clean label, GLP-1-aligned.	01b TAILWINDS
Incumbent fatigue	Legacy leaders are losing volume or share, or are under strategic review.	01a DEMAND
Open field	Few venture-backed insurgents; low representation in the Canary SUPPLY cohort.	SUPPLY
Catalyst	A dated regulatory or retailer forcing event: dyes, seed oils, SNAP, private-label resets.	01b CALENDAR
Private-label resistance	Store brands are not already winning the same upgrade.	SHELF

Scores are analyst judgment on the cited data, not a model output. They are meant to be argued with.

The market backdrop.

+2.2%

US F&B DOLLAR GROWTH •
H1 2026
ON FLAT VOLUME

24.1%

PRIVATE-BRAND DOLLAR
SHARE
UNIT GROWTH 3×
NATIONAL

22%

US HOUSEHOLDS WITH
A GLP-1 USER

~10%

SAVORY-SNACK DECLINE
IN GLP-1 HOUSEHOLDS

- › Packaged-food price/mix was up 3.7%, and Circana expects flat volume through year-end. Growth has to come from mix and new forms, not price.¹
- › Private-brand unit growth (+0.6%) is triple that of national brands, which is why private-label resistance is one of the five tests.²
- › GLP-1 households spend nearly 4% less on grocery. Savory snacks fall about 10%; yogurt, fruit, bars and meat snacks rise.^{3,4}

03 · THE SCOREBOARD

Seventeen aisles, ranked.

Five categories tie at 18. The bottom of the board is where the cohort is most crowded: salty snacks, protein bars, prebiotic soda and plant-based dairy.

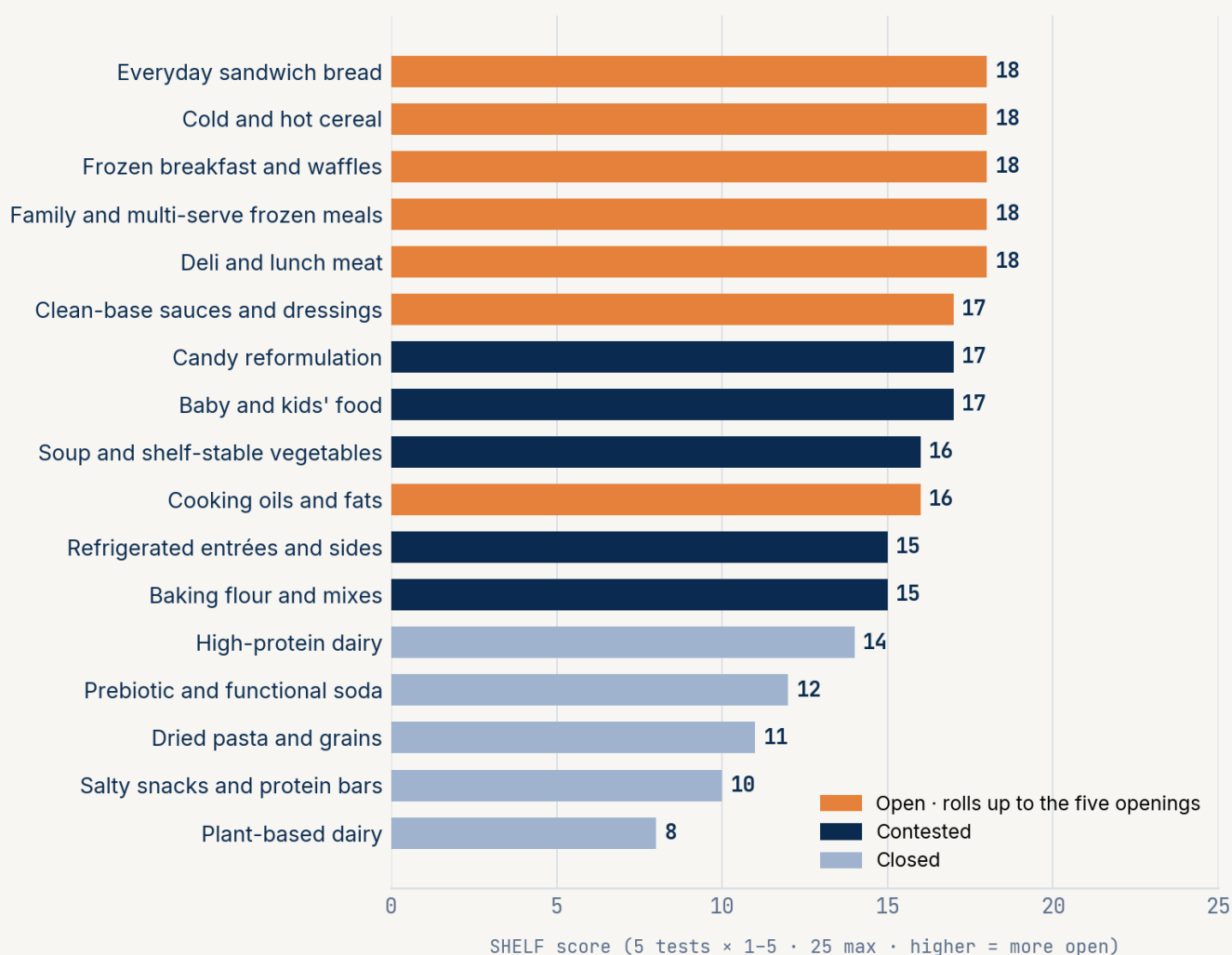


FIGURE 1 · SHELF SCORE BY CATEGORY · FIVE TESTS × 1-5 · ANALYST SCORING ON CITED DATA · OCT 1, 2026

03 • THE SCOREBOARD IN DETAIL

The read, line by line.

#	CATEGORY	D	F	O	C	P	SCORE	THE READ
1	Everyday sandwich bread	3	5	5	3	2	18	Center-store bread –2.4%; Bimbo –2.8%, Flowers –5.4%. ⁵ Natural brands are 6% of bread and carry all the momentum. ⁶ One cohort brand.
2	Cold and hot cereal	3	5	3	3	4	18	General Mills –3.7%, WK Kellogg –4.3%, Post –3.8%. Purely Elizabeth +59.4%, Catalina +80.6%. Private label –4.7% cold, –8.2% hot. ⁷
3	Frozen breakfast and waffles	4	4	4	2	4	18	Units –3.0%. Kellanova waffles –5.1%; Kodiak +12.9%, Mason Dixie +112%. ⁷ Frozen breakfast at lunch +18%. ⁸
4	Family and multi-serve frozen	4	4	4	3	3	18	Multi-serve is a \$2.9B category; families drive 40% of takeout-style frozen growth. ⁸ Seed-oil-free entrées only +1% in units. ¹⁰
5	Deli and lunch meat	4	3	5	3	3	18	SPINS flags organic and uncured as the next move. ⁶ Refrigerated meat +15.4%. ⁹ No cohort brands. Thinnest data in the top tier.
6	Clean-base sauces, dressings	4	3	3	4	3	17	Launches +23%, but flavor-led. "No seed oil" claims tripled from a tiny base; fewer than 10 allulose launches. ¹¹
7	Candy reformulation	2	3	3	5	4	17	FD&C dyes in 42.2% of candy sales; natural-color candy +~20%. ¹² Six dyes targeted by end-2027. ¹³ GLP-1 caps volume.
8	Baby and kids' food	3	3	3	4	4	17	Parents moving from claims-led to trust-led buying. ¹⁴ Walmart removing dyes from private label by Jan 2027. ¹²
9	Soup and shelf-stable veg	2	4	4	3	3	16	Campbell's FY26 net sales –5% to \$9.7B. ¹⁵ Sardines +15.5% show a tired can can re-rate. ¹⁶ GLP-1 drag on soup. ¹⁷
10	Cooking oils and fats	4	3	3	4	2	16	Seed oils are losing shelf space fast. ¹⁰ Tallow is a \$15.9B market. ¹⁸ Graza and Brightland in cohort.
11	Refrigerated entrées, sides	4	3	4	2	2	15	Entrées +5.2%. ⁹ Private-label refrigerated sides +15.4%: retailers are taking this one. ²
12	Baking flour and mixes	3	4	4	2	2	15	General Mills mixes –9.9%; King Arthur +27.8%. ⁷ Private label holds 50% of baking. ²
13	High-protein dairy	5	2	2	2	3	14	Cottage cheese +16.9%, yogurt +12.5%. ⁹ Hot, but Chobani and Good Culture are capturing it.
14	Prebiotic and functional soda	3	2	1	2	4	12	Poppi –3.3% in H1 while Coca-Cola's Simply Pop enters. ²⁰ 24 beverage brands in cohort.
15	Dried pasta and grains	2	4	3	1	1	11	Private label has caught up and sets the standard. ²¹ GLP-1 households are leaving pasta. ³
16	Salty snacks and protein bars	1	2	1	3	3	10	Chips, baked goods, cookies –6.7% to –11.1% in GLP-1 households. ²² 33 cohort brands.
17	Plant-based dairy	1	1	2	1	3	8	Milk –5.9%, cheese –20.2%, yogurt –7.4%. ¹⁰

D DEMAND PULL • F INCUMBENT FATIGUE • O OPEN FIELD • C CATALYST • P PRIVATE-LABEL RESISTANCE • ORANGE SCORE = PART OF THE FIVE OPENINGS

04 • THE COHORT MISMATCH

The cohort sits in the closed lanes.

Plot the 95 SUPPLY cohort brands by the aisle they sell into, and the shape of the problem is obvious. The two most crowded aisles hold 57 brands. The four aisles behind the top openings hold eight.³³

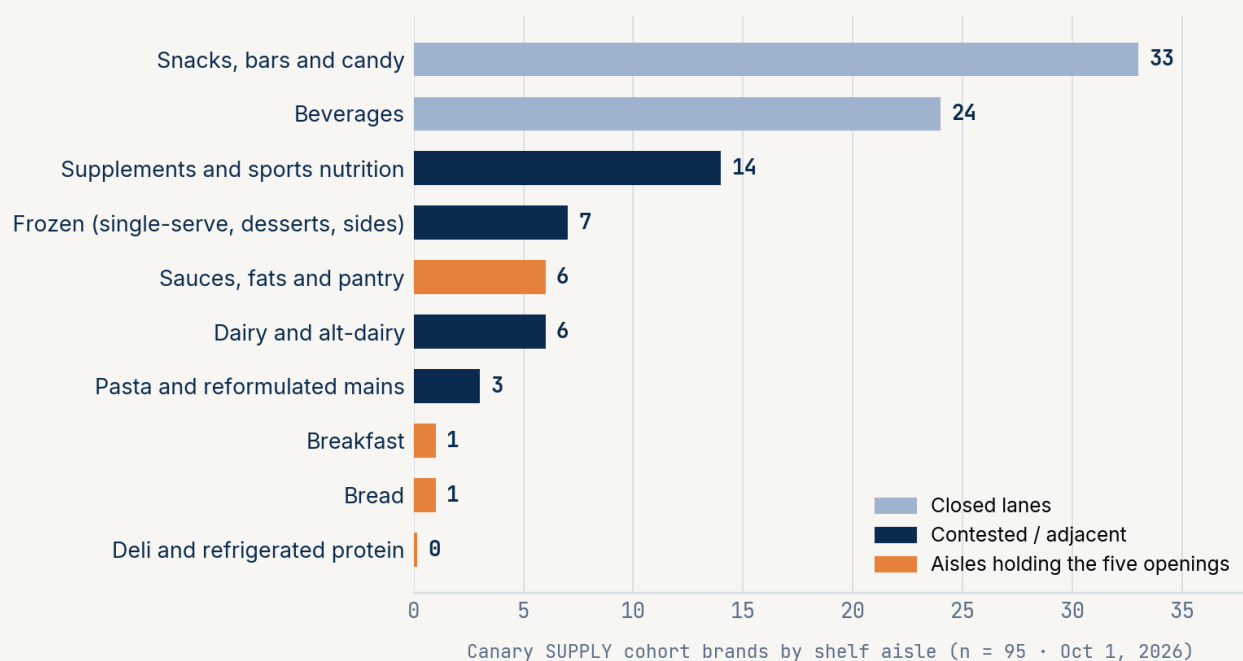


FIGURE 2 • CANARY SUPPLY COHORT BY SHELF AISLE • N = 95 • NXP AISLE MAPPING OF TRACKER CATEGORIES • OCT 1, 2026

What the mismatch means for each track.

- › SUPPLY. The cohort trails the thesis. It tracks brands where venture money already went, which is where the shelf is closing. Adding brands from the openings (Purely Elizabeth, Catalina, Mason Dixie, Row 7, True Story Foods) would make it lead.
- › DEMAND. The sellers to watch are the owners of the open aisles: Flowers (review underway), Campbell's (soup and snacks volume), Conagra and Hormel (portfolio shedding), and Kellanova breakfast under Mars. Their divestitures are where the open aisles change hands.
- › CAPITAL. 75% of PE food activity is add-ons, and H2 2026 is expected to concentrate in bakery, specialty-protein roll-ups and ingredients.²⁵ Capital is starting to find openings 1 and 4 before the brand cohort does.

05 • THE FIVE OPENINGS

Where the shelf is open.

Each opening carries a tie-in strip: the 01a seller in the aisle, the 01b force behind the demand, and the archetype most likely to win it.

01 **Everyday bread: the widest demand gap**

SHELF 18

The clearest case of an incumbent losing ground with no insurgent there to take it. Flowers' volume fell 5.8% in Q2²³ and the company has opened a comprehensive review.²⁴ Specialty loaves and buns are growing 14%,⁶ and only 5% of Americans meet fiber guidance.¹⁹

The opening is a high-fiber, high-protein, short-ingredient sandwich loaf at mainstream prices, not another \$9 artisan loaf.

Watch-out. Private label already holds 59% of loyal fresh-bakery buyers,² so the edge has to be supply and formulation, not packaging.

01a SELLER	Flowers (strategic review); Bimbo losing volume. The next likely Wave 2.0 subtraction print in center store.
01b FORCE	Gen-Z shelf reset (fiber is the reformulator brief) and GLP-1 (protein and fiber per calorie).
ARCHETYPE	Ingredient Platform or co-manufacturing play, not a pure brand. Bread is a DSD and fresh-logistics business.

02 **Breakfast: legacy retreats, challengers win**

SHELF 18

Every scaled cereal owner is down 3.7–4.3%, and private label is falling even faster. Shoppers are not trading down; they are leaving for upgraded options. Challengers growing 40–110% (Purely Elizabeth, Catalina, One Degree, Mason Dixie, Kodiak) are proof of the upgrade, not saturation.⁷ Toaster pastries (–5.4%, \$1.1B) and frozen waffles (Kellanova –5.1%, \$829M) are the least-contested sub-aisles.

01a SELLER	General Mills, WK Kellogg (now Ferrero), Post, and Kellanova breakfast under Mars: the \$35.9B OUT tile in 01a.
01b FORCE	MAHA dye deadlines hit cereal directly; GLP-1 rewards protein-forward breakfast.
ARCHETYPE	Reformulator. The 01a Wave 3.0 signal wave: buy a brand that already owns the upgraded formula.

03 Family-scale frozen meals: insurgents built single-serve

SHELF 18

Insurgent frozen brands are mostly single-serve. The growth is in families and multigenerational households (40% of takeout-style frozen growth) and in multi-serve formats that cost 20–30% less per serving.⁸ Conagra took a \$968M impairment, and Conagra and Hormel are shedding slower assets.²⁵ Jesse & Ben's tallow fries (1,000%+ growth in 2025, \$10M Series A) show what a clean-fat frozen product can do.²⁶

01a SELLER	Conagra (Q1 FY27 volume –2.1%, Grocery & Snacks volume –5.4% ³⁰) and Hormel portfolio shedding.
01b FORCE	UPF backlash and seed-oil reformulation; the barbell squeezes the mid-priced frozen middle.
ARCHETYPE	Category Definer at family scale, or a Reformulator bought out of a legacy carve-out.

04 Deli and refrigerated protein: the GLP-1 aisle

SHELF 18

Protein and meat snacks are among the few categories GLP-1 households buy more of. Refrigerated meat is growing double digits, and the uncured and organic upgrade that won in bacon and hot dogs has not fully reached sliced deli meat.^{6,9} A chicken- and turkey-led entry is the safer route. It is also the most natural bridge to Grow Together's grower and supply-chain work.

Since the Oct 1 scoring: Hormel agreed to buy Brakebush for ~\$1.055B, about 0.9x trailing sales, to add value-added chicken scale.²⁷ True Story Foods widened its organic chicken sausage and turkey bacon distribution at Target.²⁸ Capital is buying protein; the branded clean-label deli slot is still empty.

Watch-out. This is the thinnest dataset in the top tier, and beef is at record prices with the US herd the smallest since 1951.¹⁰

01a SELLER	Hormel is now the buyer side of protein; legacy deli brands remain unaddressed by the cohort.
01b FORCE	GLP-1 appetite reset: protein per calorie is the single strongest demand vector in 01b.
ARCHETYPE	Regen Ag Operator or vertically sourced Category Definer, where grower relationships are the moat.

05 The clean base layer: flavor is crowded, the base is not

SHELF 17 · 16

Sauce and dressing launches rose 23% in 2025, almost all on flavor (hot honey, swicy, chili crisp). The base has barely moved: no-seed-oil claims only tripled from a tiny base, and fewer than 10 launches used allulose for sugar reduction.¹¹ SPINS says seed oils are losing shelf space fast.¹⁰ The opening is the everyday staples (ranch, mayo, ketchup, BBQ, vinaigrette) rebuilt on avocado, olive oil or tallow, with low sugar and mainstream pricing. DRESSi's protein-fortified dressings, launched Sep 29, are an early entrant.²⁹

Watch-out. Retailers will copy fast, so the edge has to be supply (oil sourcing, sweetener cost) rather than a recipe.

01a SELLER	Unilever Foods to McCormick (\$44.8B), the largest single OUT tile in 01a. Hellmann's-scale staples change hands.
01b FORCE	MAHA (seed oils, GRAS) and UPF: the base ingredients are exactly what the regulatory wave targets.
ARCHETYPE	Ingredient Platform. Graza, Brightland and Bachan's prove the premium version works.

Next to watch: soup and shelf-stable vegetables (16). The sardine re-rate shows premium can work on a cheap shelf, but GLP-1 drag and thin volume data keep it out of the top five for now.^{16,17}

The five openings at a glance.

#	OPENING	SHELF	01a SELLER	01b FORCE	WINNING ARCHETYPE
01	Everyday bread	18	Flowers, Bimbo	Gen-Z fiber · GLP-1	Ingredient Platform / co-man
02	Breakfast	18	Kellanova (Mars), GIS, Post	MAHA dyes · GLP-1 protein	Reformulator
03	Family-scale frozen	18	Conagra, Hormel	UPF · seed oils · barbell	Category Definer
04	Deli and refrigerated protein	18	Hormel (buyer side)	GLP-1 appetite reset	Regen Ag Operator
05	Clean base layer	17 · 16	Unilever Foods → McCormick	MAHA seed oils · UPF	Ingredient Platform

Archetypes follow 01a's acquirer-fit map. The common thread: four of five winning shapes are supply or formulation businesses, not pure brands.

Five lanes that need an edge.

A low score does not mean no deals. It means a new brand needs a channel or cost advantage, not a better story. These are also the aisles where most of the cohort, and most of the capital, already sits.

12 **Prebiotic and functional soda**

Leaders are slowing, two strategics are in, and 24 cohort brands compete.²⁰ New entrants need a channel or cost edge, not a better gut-health story.

10 **Salty snacks and protein bars**

The GLP-1 drag is largest here (~10% savory snacks) and 33 cohort brands already compete.^{4,22}

8 **Plant-based dairy**

In decline across milk, cheese and yogurt.¹⁰

11 **Chilled and dried pasta**

Early chilled entrants set the price cap; private label sets the standard in dried pasta.²¹

14 **High-protein dairy**

Demand is real, but incumbents are taking it. The open angle is format (protein dairy in snacks or meals), not another cup.⁹

THE BARBELL, FROM THE SHELF SIDE

01b's barbell says the legacy shelf compresses, the BFY shelf expands and the middle vanishes. 01d adds the next step: **the BFY end of the barbell is itself crowding**. The expansion that is still ahead is in everyday staples, where BFY has barely arrived.

07 • SHELF MEETS ROTATION

Run the openings through the gate.

01a's diagnostic gate asks three questions of any deal: which wave, subtraction or addition, capability or claim. Applied to an acquisition in each opening, it shows what kind of print the next deal would be.

OPENING	Q1 • WAVE	Q2 • SUB / ADD	Q3 • CAPABILITY OR CLAIM
Everyday bread	3.0 if a reformulated loaf; 2.0 if Flowers sells assets	Both: legacy capacity out, fiber formulation in	Capability only if the formulation and co-man come with it
Breakfast	3.0 • the signal wave	Addition: upgraded brands with proven growth	Capability: owned formula and protein/fiber IP
Family frozen	2.0 carve-out, then 3.0 rebuild	Both: carve-outs feed new owners	Capability if the clean-fat process transfers
Deli protein	2.5 bridging today (Hormel/Brakebush)	Addition of protein scale	Capability: sourcing and grower contracts
Clean base layer	3.0 for brands; 2.0 for the Unilever Foods exit	Both, at the largest scale on the tape	Capability is supply (oil, sweetener), not recipe

Forward reads for the next deal in each aisle, not classifications of deals already on the tape.

Signals that would move a score.

- 01 Circana subcategory reads.** Deli meat and toaster pastries, to confirm opening 4 and part of opening 2.
- 02 A Flowers, Campbell's or Conagra asset sale.** Any one of these moves an open aisle onto the 01a tape.
- 03 Private-label launches.** High-fiber bread or uncured deli from a major retailer would lower the PL-resistance score.
- 04 Seed-oil-free certification counts.** In frozen entrées and sauces, the leading indicator for openings 3 and 5.
- 05 The regulatory calendar.** FDA dye-deadline progress, the Oct 15 close of USDA's SNAP comment window, and the Nov 1 SNAP start in five states.³¹

08 • THE GLP-1 CUT

The shelf, re-run for GLP-1.

01b called the appetite reset. This cut makes it the lead test and asks a narrower question: where can a product built for a GLP-1 household still win?

Why a second cut.

In the base lens GLP-1 sits inside demand pull, one fifth of the score. That understates it. 21% of US households now include a current user, up from 9% in January 2025.³⁵ 11% of adults take one for weight loss, against 3% in 2024.³⁶ Circana expects GLP-1 households to buy 35% of food and beverage units by 2030.³⁹ Oral Wegovy launched on Jan 5, 2026 and reached about 170,000 patients in three weeks, which pulls in users who never wanted an injection.⁴²

It also exposes a tension in the base map. Three of the five base openings, bread, cereal and family-scale frozen, are aisles GLP-1 households cut. Users move away from pantry staples, carb-centric items, pasta and bakery.³ Bread spending falls.³⁴ Frozen shows the largest CPG hit, about 3 points of dollar spend in the first year of use.³⁷

21%

US HOUSEHOLDS WITH A
CURRENT USER • MAY
2026

-5.3%

GROCERY SPEND IN THE
FIRST SIX MONTHS

35%

OF F&B UNITS BOUGHT BY
GLP-1 HOMES BY 2030

1 in 3

EVER-USERS LAPSED
AT ANY GIVEN TIME

The GLP-1 score.

TEST	WHAT A 5 LOOKS LIKE	WEIGHT
Basket direction	GLP-1 households are buying more of it: protein, fiber, yogurt, seafood, produce.	× 2 • 10 PTS
Protein-fiber headroom	The category can be rebuilt around protein and fiber per calorie without losing its shopper.	5 PTS
Incumbent fatigue	Carried over from the base lens.	5 PTS
Open field	Carried over from the base lens.	5 PTS
Stickiness	Purchases hold when users lapse. Circana finds frozen and beverages revert while produce keeps growing. ³⁹	5 PTS

Private-label resistance and catalysts drop out. Soup now includes broth and tinned seafood; deli includes all refrigerated protein.

08 • THE GLP-1 CUT • THE RE-RANK

Protein rises. Carbs and frozen fall.

Same 17 aisles, scored for a GLP-1 household. Arrows show the move against the base rank.

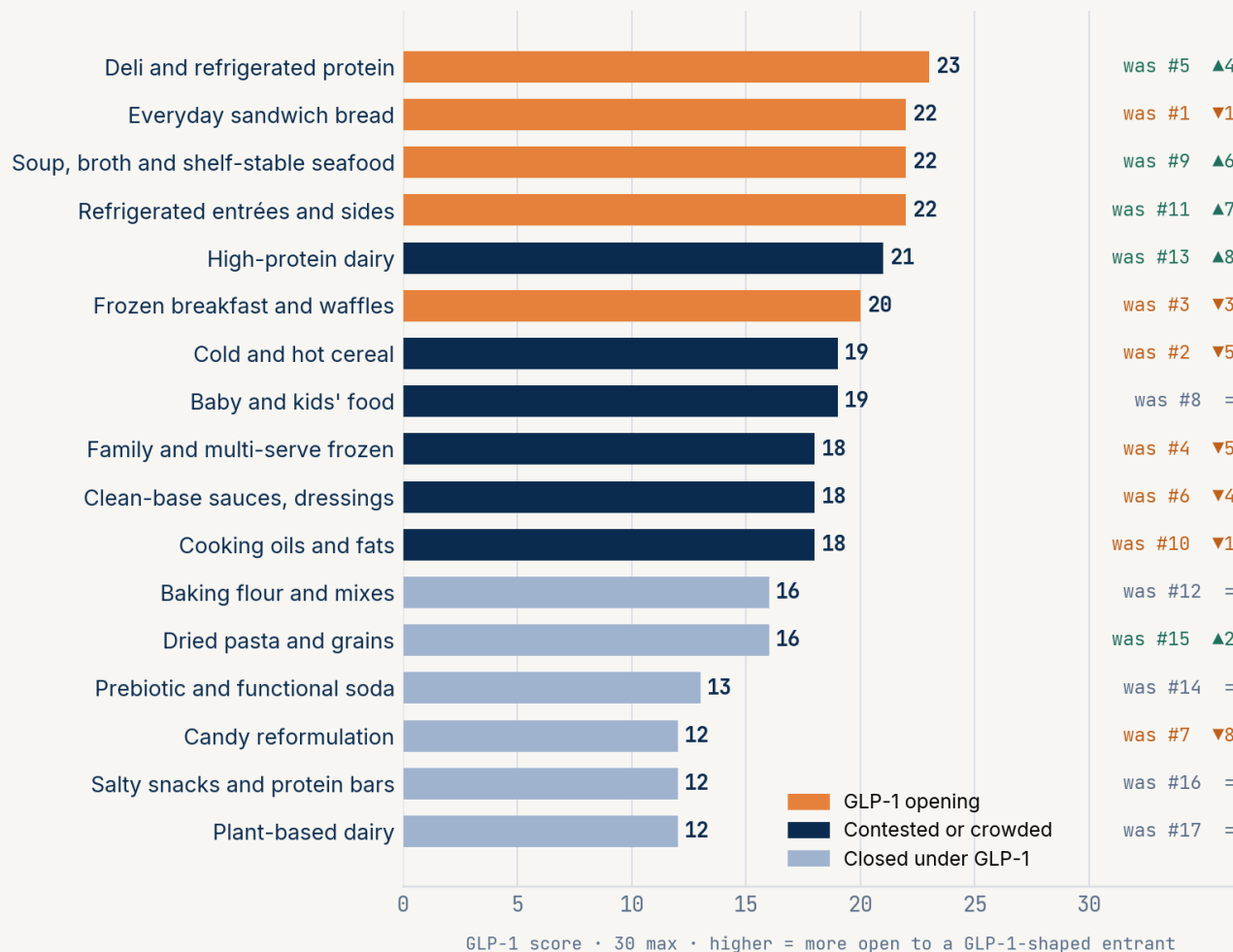


FIGURE 3 • GLP-1 SCORE BY CATEGORY • 2× BASKET DIRECTION + HEADROOM + FATIGUE + OPEN FIELD + STICKINESS • ANALYST SCORING ON CITED DATA • OCT 1, 2026

- › Risers. Refrigerated entrées and sides (+7), soup, broth and shelf-stable seafood (+6), and deli protein (+4, now first). High-protein dairy climbs eight places on demand alone. Greek yogurt is up 6.8% and jerky 7.9% in GLP-1 homes,³⁵ but Chobani and Good Culture already own the shelf.
- › Fallers. Candy (-8), cereal (-5), family-scale frozen (-5) and the clean base layer (-4). 61% of users buy fewer sweet treats³⁵, and candy rebounds when users stop.³⁴
- › Bread holds second, on one condition. It scores 5 on headroom and 2 on basket direction. The opening is a protein-fiber loaf. A clean-label white loaf fails this test.

08 • THE GLP-1 CUT • WHAT CHANGES

The openings, read for appetite.

OPENING	GLP-1 READ	THE FORMAT THAT WINS
Everyday bread	HOLDS • CONDITIONAL	Protein-fiber sandwich loaf. Mission has already put a GLP-1 Friendly badge on its Carb Balance tortillas. ⁴¹
Breakfast	NARROWS	Frozen protein breakfast holds at sixth. Cereal falls to seventh unless the product leads with protein.
Family-scale frozen	DROPS OUT	Frozen takes the largest GLP-1 hit and reverts on lapse. ^{37,39} Conagra's 26 "On Track" Healthy Choice meals and Nestlé's Vital Pursuit already hold the single-portion slot. ^{40,41}
Deli and refrigerated protein	LEADS	Portioned, clean-label protein. Hormel's Brakebush buy shows Big Food capital moving the same way. ²⁷
Clean base layer	NEUTRAL	Still a MAHA opening. GLP-1 neither helps nor hurts it much.
Shelf-stable protein	ENTERS	Broth and tinned seafood. Seafood is a GLP-1 gainer, ³⁷ and the sardine re-rate shows the price ceiling can move. ¹⁶
Refrigerated entrées and sides	ENTERS	Fresh, portioned, protein-forward. Private label is moving in, so the edge has to be supply, not recipe. ²

THE GLP-1 READ

The GLP-1 cut does not replace the base map. It narrows it. Three openings survive both cuts: deli and refrigerated protein, the protein-fiber loaf and frozen protein breakfast. The base-only openings (family frozen, the clean base layer) are MAHA and fatigue bets. The GLP-1-only openings (shelf-stable protein, fresh entrées) are appetite bets. How far to lean toward either is the portfolio call.

Three cautions.

- › Build for the cycler. About half of users stop within a year.³⁹ At any moment roughly a third of ever-users are lapsed, and 60% of them plan to restart.³⁸ The winning product works on and off the drug.
- › Volume falls faster than spend. Users buy fewer chips, cookies and candy, but spend on those items holds up, which points to trading up.³⁷ GLP-1 rewards a better unit, not a cheaper one.
- › The buyer is wider than the patient. 30–50% of household members pick up the user's habits.³⁸ Pills curb snacking less than shots,¹⁷ which softens the snack and candy hit at the margin as pills take share.

LIMITS AND SOURCES • V1.1

Limits.

The scores are judgment calls built on the cited figures. Some category data comes from trade summaries of Circana, SPINS and Numerator rather than raw panels. Deli meat and soup have the weakest category-level numbers. Cohort counts come from the Canary tracker as of Oct 1, 2026, which skews toward insurgents the tracker already follows; the aisle mapping is NXP's. Series context: Canary 01a v2.4 and 01b v2.0.

Sources.

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