

# MARS

## chocolate

north america

800 High Street • Hackettstown, NJ 07840 • (908) 852-1000

### MEDIA CONTACT:

Ampy Vasquez  
(973) 691-3536



## DOVE® Chocolate – Fact Sheet

DOVE® Chocolate offers a silky smooth texture and delicious, lingering taste to create the perfect moment of chocolate pleasure.

Committed to producing quality chocolate from "bean to bar," DOVE® Chocolate is made with 100 percent pure cocoa butter and uses specially selected cocoa beans to deliver its signature taste. The patented and proprietary method of COCOAPRO® produces the unique and silky smooth texture. The great taste, combined with the thoughtfully designed chocolate shapes and packaging, provides *A Chocolate Experience Like No Other®*. This careful technique is just one of the reasons DOVE® Dark Chocolate is the #1 solid dark chocolate in the U.S. market.

Available in a variety of formats – from DOVE® Bars to DOVE® PROMISES® – the DOVE® Brand also offers delicious ice cream flavors and seasonal candies for Valentine's Day, Easter, Halloween and Christmas. Below is a comprehensive listing of flavor offerings:

#### Single Bar (1.34 – 1.44 oz.) Available in:

- Silky Smooth Milk Chocolate
- Silky Smooth Dark Chocolate

#### Large Bar (3.3 oz.) Available in:

- Silky Smooth Milk Chocolate
- Silky Smooth Dark Chocolate
- Silky Smooth Almond Dark Chocolate
- Silky Smooth Mint and Dark Chocolate Swirl

#### Bag of PROMISES® (7.94 – 9.5 oz.) Available in:

- **NEW** DOVE® Peanut Butter Dark Chocolate PROMISES®
- DOVE® Mocha Latte & Dark Chocolate Swirl PROMISES®
- Silky Smooth Milk Chocolate
- Silky Smooth Dark Chocolate
- Silky Smooth Almond Dark Chocolate
- Silky Smooth Peanut Butter and Milk Chocolate
- Silky Smooth Caramel and Milk Chocolate
- Silky Smooth Mint and Dark Chocolate Swirl
- Silky Smooth Dark Chocolate Sea Salt Caramel

### DOVE® Fruit Available in:

- **NEW DOVE®** Fruit Mixed Berries Dipped in DOVE® Dark Chocolate -- with Strawberry, Blueberry & Cranberry. (5.5-oz. SUP)
- **NEW DOVE®** Fruit Dark Chocolate Cherry & Sea Salt Almond (5.5-oz. SUP)
- Strawberry & Cocoa Almond (5.5-oz. SUP)
- Blueberry & Vanilla Cashew (5.5-oz. SUP)
- Cranberries Dipped In DOVE® Dark Chocolate (6-oz., 17-oz. and 26-oz. SUPs)
- Cherries Dipped In DOVE® Dark Chocolate (6-oz., 17-oz. and 26-oz. SUPs)
- Blueberries Dipped In DOVE® Dark Chocolate (6-oz. SUP)
- Raspberry & Honey Roasted Almond (5.5-oz. SUP)

### Connect with DOVE® Brand

- [www.dovechocolate.com](http://www.dovechocolate.com)
- [facebook.com/dovechocolate](https://facebook.com/dovechocolate)
- [twitter.com/dove\\_chocolate](https://twitter.com/dove_chocolate)
- [pinterest.com/DoveChocBrand/](https://pinterest.com/DoveChocBrand/)
- <http://dovechocolatejourney.tumblr.com/>

### DOVE® Brand Insights

- DOVE® Dark Chocolate was the first mainstream chocolate brand in the U.S. to obtain Rainforest Alliance certification.
- DOVE® Dark Chocolate is the #1 selling solid dark chocolate and the #1 selling PROMISES® variant.<sup>1</sup>
- DOVE® Chocolate has great Top of Mind awareness within the chocolate category.<sup>2</sup>
- Consumers rank DOVE® Chocolate as one of the top brands in terms of quality.<sup>3</sup>

### What's New:

**NEW DOVE® Fruit Mixed Berries Dipped in DOVE® Dark Chocolate** -- with Strawberry, Blueberry & Cranberry. This new flavor variety is the perfect combination of real fruit and America's #1 DOVE® Dark Chocolate.<sup>1</sup> Strawberry -- the #1 fruit -- is now in the company of two other popular fruits -- blueberry and cranberry.<sup>4</sup> (December 2016, \$3.99 - \$4.29 for 5.5-ounce SUP)

**NEW DOVE® Fruit Dark Chocolate Cherry & Sea Salt Almond.** Building on the popular DOVE® Fruit Cherry – which was a top seller last year – this new offering combines real cherries with the #1 nut in America -- almonds.<sup>5</sup> (December 2016, \$3.99 - \$4.29 for 5.5-ounce SUP)

**NEW DOVE® Peanut Butter Dark Chocolate:** Peanut butter is paired with the #1 solid Dark Chocolate in the U.S. — Dove® Dark Chocolate — putting a silky-smooth twist on this familiar classic combination. (April 2017 \$4.09 - \$4.79 for 7.94-ounce laydown bag)

<sup>1</sup>NIELSEN xAOC L52 3/15/16

<sup>2</sup>Nielsen Driving Penetration Study 2016

<sup>3</sup>BASES Competitive Analysis Study

<sup>4</sup>International Flavor House Study 2015

<sup>5</sup>NPD Group/Snack Track 2014

<sup>6</sup>Nielsen L12W 3/19/2016

®/™ trademarks ©Mars, Incorporated 2017