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FACT SHEET

WHAT'S NEW: DOVE® Peanut Butter & Dark Chocolate PROMISES®

DESCRIPTION: Based on consumer demand and strong test performance, DOVE® Peanut Butter & Dark Chocolate PROMISES® are launching nationally.

To generate excitement and brand awareness, Mars is dedicating major marketing support to DOVE® Chocolate this year and next. Key elements include dedicated television advertising, digital and print advertising, social media and public relations.

BRAND/PRODUCT INSIGHTS: Peanut Butter is the largest segment in the chocolate category and continues to grow (+10% vs. 2012).¹

With 61% purchase intent, this item is set to continue the positive momentum of the underdeveloped Peanut Butter partition in the DOVE® Chocolate portfolio.²

Consumers are excited to see peanut butter paired with the #1 solid Dark Chocolate in the U.S. -- Dove® Dark Chocolate,³ putting a silky smooth twist on this familiar classic combination.

KOSHER CERTIFIED? Yes

AVAILABILITY: Drug, Mass, Grocery, Value

DATE AVAILABLE: April 2017

SUGGESTED RETAIL: \$4.09 - \$4.79 for 7.94-ounce laydown bag

SHIPPING INFO: 12 Ct. per Case

¹Nielsen AOD. \$ Chocolate Category, Filling Flavor, 2012 W/E 01/05/13 + 2015 W/E 01/2/02/16

²Community Test September 2014

³NIELSEN xAOC L52 3/15/16