

MARS

chocolate
north america

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WHAT'S NEW:

DOVE® Fruit Adds Two New Flavors

- **Dark Chocolate Mixed Berries (Strawberry, Blueberry & Cranberry)**
- **Dark Chocolate Cherry & Sea Salt Almond**

DESCRIPTION:

Consumers looking for snack options welcomed DOVE® Fruit when it hit store shelves in fall 2014. These new flavor varieties are the perfect combination of real fruit and America's #1 DOVE® Dark Chocolate.¹ The new Mixed Berries and Cherry & Sea Salt Almond variants will be available in convenient, shareable, resealable 5.5-ounce stand-up pouches.



To generate excitement and brand awareness, Mars continues to dedicate major marketing support to DOVE® Fruit.

BRAND/PRODUCT INSIGHTS:

DOVE® Fruit is outpacing the total Chocolate Covered Fruit Segment, +52% VYA, while the segment is +7%.¹

The DOVE® Fruit Cherry variant, which was a top seller last year, is now paired with the #1 nut in America -- almonds.²

Strawberry -- the #1 fruit -- is now in the company of two other popular fruits -- blueberry and cranberry, creating the perfect combination.³

Millennials seek taste adventure and are a growing population that currently over-indexes with DOVE® Fruit (120 index).⁴

KOSHER CERTIFIED?

Yes

AVAILABILITY:

Convenience, Drug, Grocery, Mass

DATE AVAILABLE: December 2016

**SUGGESTED
RETAIL PRICE:** \$3.99-\$4.29 for 5.5-oz. Small Stand Up Pouch (SUP)

**SHIPPING/DISPLAY
INFORMATION:** Small SUP Hanging Unit -- 36 count
Small SUP Floorstand -- 60 count

¹Nielsen L4W 1/30/2016

²NPD Group/Snack Track 2014

³International Flavor House Study 2015

⁴National Grocery Chain Club Card Transactions

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