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**FACT SHEET**

**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.<sup>1</sup> 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 Chocolate 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%.<sup>1</sup>

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

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

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

**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

<sup>1</sup>Nielsen L4W 1/30/2016

<sup>2</sup>NPD Group/Snack Track 2014

<sup>3</sup>International Flavor House Study 2015

<sup>4</sup>National Grocery Chain Club Card Transactions

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