

MARS

chocolate
north america

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



MEDIA CONTACT:

Ampy Vasquez
(973) 691-3536

TWIX® Brand – Fact Sheet

TWIX® Caramel Cookie Bar was first introduced in the United States in 1979. With two crunchy cookie bars covered with smooth caramel and enrobed in creamy chocolate, TWIX® Brand allows you to make whatever you're doing twice as fun.

TWIX® Caramel Cookie Bar is available in several formats: as a single pack, 4 To Go sharing size, 6 To Go, FUN SIZE®, Minis and unwrapped TWIX® Bites. It's also available in limited edition seasonal flavors and shapes for Valentine's Day, Easter, Halloween and Christmas.

The TWIX® Brand line-up includes TWIX® Ice Cream Bars. Available as singles and miniatures, it features creamy vanilla ice cream, gooey caramel and the great cookie crunch of TWIX® Bars covered in a rich, delicious chocolatey coating.

Connect with TWIX® Brand at www.twix.com, www.twix.com/espanol, Facebook, Instagram, and Twitter.

TWIX® Brand Insights

- Top-selling TWIX® Brand is a Favorite Brand among 13 to 49 year olds, families, as well as with consumers in the fast-growing Hispanic demographic. (Pulse check survey Oct. 2016)
- TWIX® Brand is a leader in the immediate consumption chocolate segment. TWIX® Singles and 4 to Go are top 10 items across channels. (Nielsen Database 2/14)

What's New:

- **TWIX® Dark Chocolate Cookie Bars** feature the classic crunchy shortbread TWIX® cookie covered in golden caramel, enrobed in rich dark chocolate. (May 2017, \$.99 - \$1.09 for 1.79-ounce Single, \$1.69-\$1.79 for 3.02-ounce 4 to Go)
- **TWIX® White Chocolate Cookie Bars** feature two crunchy cookie bars covered with smooth caramel and enrobed in creamy white chocolate. This item is sure to please, as white chocolate continues to grow in popularity. (December 2017, \$0.99-\$1.09 for a 1.79-ounce Single, \$1.69-\$1.79 for 2.64-ounce 2 to Go, \$3.49-\$4.99 for FUN SIZE® Medium Bag)