

MARS

chocolate

north america

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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 new 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 two additional varieties:

- TWIX® Creamy Peanut Butter Cookie Bars. Available as a single pack and 4 to Go, this treat offers a layer of savory peanut butter on a classic TWIX® Cookie Bar, all coated with delicious milk chocolate.
- TWIX® Ice Cream Bars, available as singles and miniatures, are 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. (Beacon Ad & Brand Tracker -- Apr '10 – Mar '12 Data)
- 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:

In March 2016, the rivalry between Left and Right TWIX® was at an all-time high with the Taste & Vote campaign. Check out the digital content on Facebook and on the TWIX® YouTube Channel at <https://www.youtube.com/twix> .