

# MARS

chocolate  
north america

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## MEDIA CONTACT:

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## FACT SHEET

**WHAT'S NEW:** TWIX® Dark Chocolate Cookie Bars

**DESCRIPTION:** Whether they prefer the Right Side or the Left Side, all TWIX® fans will agree that new TWIX® Dark is a winner. The distinctive new version of this favorite cookie bar brand features the classic crunchy shortbread TWIX® cookie covered in golden caramel and enrobed in a rich dark chocolate.

### BRAND/PRODUCT INSIGHTS:

- Dark chocolate is a driver of category growth and on trend with consumers. It's considered a more permissible treat.
- Since dark chocolate plays in a different part of the category than milk chocolate, sales are incremental.
- The Dark Chocolate segment is growing at 2x the total category.<sup>1</sup>
- TWIX® Brand is a favorite among Millennials, Hispanics and families.
- The TWIX® Caramel Cookie Bar (less Bites) business is growing at 5x the category.<sup>2</sup>

**KOSHER CERTIFIED?** Yes

**AVAILABILITY:** Convenience, Drug, Grocery, Mass, Value, Vend

**DATE AVAILABLE:** May 2017

**SUGGESTED RETAIL:** \$0.99 - \$1.09 for 1.79-ounce Single  
\$1.69-\$1.79 for 3.02-ounce 4 to Go

**SHIPPING/DISPLAY  
INFORMATION:** ZREP #: 363106 for Singles, 36 count/ 10 per case  
ZREP #: 363110 for 4 to Go, 24 count/ 6 per case

<sup>1</sup> Nielsen 4yr CAGR of +4.8% for Dark Choc vs. +2.2% for Total Chocx

<sup>2</sup> Nielsen 52wks ending 12.3.16