



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



**MEDIA CONTACT:**

Ampy Vasquez  
(973) 691-3536

**FACT SHEET**

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

**DESCRIPTION:** Experience the original TWIX® Cookie Bar enrobed in white chocolate! The new version of this favorite cookie bar brand features the classic crunchy shortbread TWIX® cookie covered in golden caramel and enrobed in a rich white chocolate.

Mars is continuing its 360-degree marketing campaign for TWIX® Brand, which will halo TWIX® White Chocolate Cookie Bars.

**BRAND/PRODUCT INSIGHTS:**

- Proven global program: 10+ years of execution as limited edition in >25 markets.<sup>1</sup>
- TWIX® Brand is a favorite among Millennials, Hispanics and families.<sup>2</sup>
- The TWIX® franchise has been growing 3x faster than the category since 2014.<sup>3</sup>
- White Chocolate is a growing segment with a 5-year CAGR of 12%.<sup>1</sup>
- White Chocolate indexes at 140 with Hispanics<sup>1</sup> and the Hispanic population is growing 3% annually.<sup>4</sup>
- TWIX® White helps drive core, while creating new news and giving consumers the variety they crave.

**KOSHER CERTIFIED?** Yes

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

**DATE AVAILABLE:** December 2017

**SUGGESTED RETAIL:** \$0.99 - \$1.09 for 1.79-ounce Single  
\$1.69-\$1.79 for 2.64-ounce 2 to Go  
\$3.49 - \$4.99 FUN SIZE® Medium Bag

**SHIPPING/DISPLAY INFORMATION:** Single: 18 count / 12 cartons per case  
Share size: 18 count / 6 cartons per case  
FUN SIZE® Medium Bag: 20/case

<sup>1</sup>TWIX® White Global Playbook 2015, Nielsen

<sup>2</sup> Pulse Check Survey, Oct. 2016

<sup>3</sup> Nielsen home scan data ending 12/31/16

<sup>4</sup> Fox News