

# MARS

chocolate  
north america

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## MEDIA CONTACT:

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## FACT SHEET

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

**DESCRIPTION:** Experience the original TWIX® Cookie Bar enrobed in white chocolate! With two crunchy cookie bars covered with smooth caramel and enrobed in creamy white chocolate, TWIX® Brand allows you to make whatever you're doing twice as fun.

Mars is continuing its 360-degree marketing campaign for TWIX® Brand, which will halo TWIX® White Chocolate Cookie Bars, including heavy support during the holiday season.

## BRAND/PRODUCT INSIGHTS:



- Proven global program: 10+ years of annual execution in >25 markets.<sup>1</sup>
- TWIX® Brand continues to grow faster than the category, up an average of 5% for the past 5 years.<sup>1</sup>
- TWIX® is a favorite among Millennials, Hispanics and families.
- 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>2</sup>
- TWIX® White helps drive core, while creating new news and giving consumers the variety they crave.

**KOSHER CERTIFIED?** Yes

**AVAILABILITY:** Last order accepted January 31, 2017.

**DATE AVAILABLE:** October 2016

**SUGGESTED RETAIL:** \$0.99-\$1.09

**SHIPPING/DISPLAY INFORMATION:** 32 count / 5 per case

ZREP #: 321071, 72ct Counter Unit (contains 72 TWIX White Singles)

ZREP #: 321070, 144 ct. Floorstand/Powerwing (contains 72 TWIX® White Singles and 72 TWIX® Caramel Singles)

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

<sup>2</sup>Fox News