

The Wrigley Company is back in growth

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The Wrigley Company is pleased to announce that the Chewing Gum category is now back in growth after a difficult few years thanks to Wrigley's 2010 marketing campaigns driving brand performance and sales for retailers.

To cement this positive achievement, Wrigley will be reinforcing Extra's repositioning as a gum brand that not only offers freshening but also provides consumers with wider oral care benefits. 2011 will therefore see the launch of three new products – Extra Ice® Peppermint, Extra Ice® Spearmint and Extra Ice® White – all of which have been accredited by the British Dental Health Foundation accreditation.

Available from February, Wrigley's Extra Ice® Peppermint and Extra Ice® Spearmint will be relaunched to include Microgranules, product speckles and Xylitol, an ingredient with proven dental benefits including prevention of plaque formation. Extra Ice® will give consumers a pleasant in-mouth sensation whilst the outer product speckles will differentiate Extra Ice® from Extra® core white pellets.

Also available in February, Wrigley's Extra Ice® White will provide consumers with additional reasons-to-believe as it is scientifically proven to help remove stains and maintain teeth's natural whiteness. The speckled pellets include Microgranules, Xylitol as well as Sodium Bicarbonate. The modern white packaging incorporates aspects of the Extra Ice® design whilst the additional striking pink product descriptors offer greater on shelf stand out.

Extra Ice® – Growing from strength to strength. New Extra Ice® White, Extra Ice® Peppermint and Extra Ice® Spearmint will come in 10 pellet single packs with an RRP of 46p and will help grow the Extra® Ice brand which is already worth £20m and up 14% YOY.

Duncan McCulloch, Wrigley Sales Director, comments: "As well as boasting a great taste and refreshing flavour, 2010 has seen the Extra brand broaden its market appeal from being purely a breath freshening product to offering consumers wider oral care benefits.

"We are confident that the launch of Extra Ice® White, Extra Ice® Peppermint and Extra Ice® Spearmint will reinforce this and add value to the category through trading up consumers and attracting new chewers. In fact, Wrigley research has already shown that consumers are prepared to pay up to 10p more for these products based purely on the packaging design."

"We will be communicating the Extra® positioning to retailers and advising on how best to stock the tiered range on tillpoint displays and other fixtures. We anticipate that the

full Extra® range will continue to drive sales and profits from a small selling space allocation in store so we recommend retailers get stocked up.”

The Extra Ice® White, Extra Ice® Peppermint and Extra Ice® Spearmint launch will be supported with a comprehensive campaign that includes PR, extensive product sampling POS material and in-store activity.