



## 3 MUSKETEERS® - Fact Sheet

### What's New

3 MUSKETEERS® launched the brand's first new flavor in six years — Birthday Cake. The candy bar features a vanilla-flavored nougat and colorful sprinkles covered in rich milk chocolate.

Birthday Cake is a growing trend with sales of the flavor increasing more than 29 percent since 2017<sup>1</sup> and a 260 percent increase in trend engagement among millennials in the same time period.<sup>2</sup>

Available at Walmart beginning October 2018 and nationally January 2019.

### Brand History

An American favorite since 1932, the iconic 3 MUSKETEERS® bar offers a light and fluffy chocolate nougat center wrapped in delectable milk chocolate.

### Portfolio

In addition to the iconic candy bar, the 3 MUSKETEERS® Brand portfolio includes:

- 3 MUSKETEERS® Birthday Cake will be available in a Share Size bar (2.14 oz.) and Miniatures Stand Up Pouch (8.4 oz., approximately 28 pieces).

### Connect with the Brand

- [youtube.com/3musketeers](https://www.youtube.com/3musketeers)
- [facebook.com/3musketeers](https://www.facebook.com/3musketeers)
- [twitter.com/3musketeers](https://twitter.com/3musketeers)
- [instagram.com/3musketeers](https://www.instagram.com/3musketeers)

### Brand Insights

- Brand will continue to create engaging, all-digital support that's authentic to teen content to influence consumers and drive relevancy.
  - Teens are more likely to support brands that take a stand on social issues.<sup>3</sup>
  - Brand repertoire consumption is largest during teen years, and preferences made then last!<sup>4</sup>
- Additionally, 3 MUSKETEERS® brand will continue to focus on a grassroots, all-digital program to bring to life its purpose, which is to "spread positivity." 3 MUSKETEERS® creates small moments of joy that promote a positive, pay-it-forward mentality by asking consumers to #ThrowShine and share a bar.

<sup>1</sup> Nielsen Database, Total US xAOC incl Convenience, \$ Sales, 52 Weeks Rolling, 1/25/2018

<sup>2</sup> The New York Times

<sup>3</sup> How Gen Z Are Leading Brands to Listen and Act, Mediapost, March 2018

<sup>4</sup> Marketing to Generation Z, Havas People White Paper, December 2014