



5° Gum – Fact Sheet

Brand History

In March 2007, Wrigley introduced U.S. consumers to 5° Gum, the most exciting development in sugar-free stick gum since the launch of EXTRA® more than 20 years earlier.

5° Gum stands for the rush of exhilaration we feel before we choose to explore beyond the familiar. Right before we step into the unknown. That sense that something is about to change. You're excited by what might happen next and, if you're honest, you're just a little nervous. It's a combination of hesitation and anticipation that gets your heart beating a bit quicker. You know you're going to give it a go and yet it's not as simple or as easy as just saying yes without pausing for a thought. Those 5 seconds before what's about to happen, happens. Life Happens in 5™.

Portfolio

5° Gum is available in a variety of formats and flavors. Different flavor offerings and pack types include:

- 5° Gum Peppermint Cobalt 15-Stick Pack, 35-Stick Mega Pack and 45-Stick Multi Pack
- 5° Gum Spearmint Rain 15-Stick Pack, 35-Stick Mega Pack and 45-Stick Multi Pack
- 5° Gum Wintermint Ascent 15-Stick Pack and 45-Stick Multi Pack
- 5° Gum Watermelon Prism 15-Stick Pack and 45-Stick Multi Pack
- 5° Gum Strawberry Flood 15-Stick Pack and 45-Stick Multi Pack
- 5° Gum RPM Mint 15-Stick Pack and 45-Stick Multi Pack
- 5° Gum React 2.0 Mint 15-Stick Pack and 45-Stick Multi Pack
- 5° Gum Sweet Mint Maze 15-Stick Pack and 45-Stick Multi Pack
- 5° Alert Caffeine Gum Fruit 8ct
- 5° Alert Caffeine Gum Mint 8ct
- 5° Gum Cool Mint Vortex \$0.99 8-Stick Pack (limited-time offer)
- 5° Gum Cool Berry Beta \$0.99 8-Stick Pack (limited-time offer)
- 5° Gum Smooth Mint Nexus \$0.99 8-Stick Pack (limited-time offer)

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Brand Insights

- 5° Gum Rain and Cobalt 15-stick packs are currently the No. 1 and No. 2 selling items in the Total U.S. Convenience Channel.¹

¹Nielsen Dollar Sales: Total US Convenience: Gum Mint NS: Ranked on \$ / TDP Reach • Product: GUM IC • Period: Latest 12 Wks
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