



## Alert™ Caffeine Gum – Fact Sheet

### Brand History

Alert™ Caffeine Gum is a new caffeinated gum from Mars Wrigley Confectionery that gives adults an innovative, simple and portable alternative to energy drinks, coffee and soda. One piece of Alert™ Caffeine Gum provides 40mg of caffeine, about the same amount, on average, as a half cup of coffee, one 12-oz. can of soda or half of one 8-oz. energy drink. Alert™ Caffeine Gum is for adults, and is not intended for children, pregnant and nursing women, or people sensitive to caffeine.

Alert is a different kind of gum, not for bubble-blowing, but to give you a boost of caffeine. It's a simple, portable alternative to caffeinated beverages when you're looking for a pick-me-up during your day, whether that's on your morning commute, to combat an afternoon slump, before you hit the gym or on your way to a meet up with friends.

It's an example of the Mars Wrigley Confectionery passion for innovation, coupled with our commitment to transparency, consumer safety and responsibility.

### Portfolio

- Alert™ Caffeine Gum Mint
- Alert™ Caffeine Gum Fruit

### Connect with Alert™ Caffeine Gum

- [www.alertgum.com](http://www.alertgum.com)
- [facebook.com/AlertCaffeineGum](https://facebook.com/AlertCaffeineGum)
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### Alert™ Caffeine Gum Insights

- The caffeinated beverage market continues to grow; it has increased by 9% since 2013<sup>1</sup>
- Research shows one of the top reasons people chew gum is to stay awake
- Other top reasons people chew gum include to focus or wake up

<sup>1</sup>Source: Nielsen Scan Years ending end of Feb  
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