



EXTRA[®] Gum – Fact Sheet

What's New

The No. 1 selling gum brand in the U.S., EXTRA[®], launched new EXTRA[®] Refreshers gum. EXTRA[®] Refreshers gum is a soft chew, the first-ever to be introduced by EXTRA[®], and is available in three exciting flavors, including Spearmint, Polar Ice and Tropical Mist. EXTRA[®] Refreshers is now available at retailers nationwide. Available pack types include a 40-Count Bottle (MSRP \$3.49) and a 9.65oz 120-Count Stand Up Pouch (MSRP \$7.69).

Brand History

In 1984, Wrigley launched EXTRA[®] Gum in the U.S. and Canada as the company's first taste-sustaining, sugar-free brand. At the time, it was one of the first gum brands to use high-intensity sweeteners, giving the brand long-lasting flavor. The first flavors of EXTRA[®] Gum included Spearmint and Peppermint.

Today, the EXTRA[®] Gum "Give Extra, Get Extra" campaign is rooted in the insight that sharing something small, like a stick of gum, can create a connection. Through its award-winning campaign, EXTRA[®] Gum is the gum brand that plays into the emotional benefits of chewing gum, and is all about bringing people together.

EXTRA[®] Gum Portfolio

EXTRA[®] Gum is available in a variety of formats and flavors including:

- NEW EXTRA[®] Refreshers gum Spearmint 40-Count Bottle
- NEW EXTRA[®] Refreshers gum Polar Ice 40-Count Bottle
- NEW EXTRA[®] Refreshers gum Tropical Mist 40-Count Bottle
- NEW EXTRA[®] Refreshers gum Spearmint 120-Count Stand Up Pouch
- NEW EXTRA[®] Refreshers gum Polar Ice 120-Count Stand Up Pouch
- NEW EXTRA[®] Refreshers gum Tropical Mist 120-Count Stand Up Pouch
- EXTRA[®] Gum Spearmint 15-Stick Pack and 35-Stick Mega Pack
- EXTRA[®] Gum Peppermint 15-Stick Pack and 35-Stick Mega Pack
- EXTRA[®] Gum Polar Ice 15-Stick Pack and 35-Stick Mega Pack
- EXTRA[®] Gum Smooth Mint 15-Stick Pack
- EXTRA[®] Gum Classic Bubble 15-Stick Pack
- EXTRA[®] Gum Sweet Watermelon 15-Stick Pack
- EXTRA[®] Gum Berry Burst 15-Stick Pack
- EXTRA[®] Gum Winterfresh 15-Stick Pack
- EXTRA[®] Gum Sour Green Apple 15-Stick Pack
- EXTRA[®] Gum Mint Chocolate Chip 15-Stick Pack
- EXTRA[®] Chewy Mints Peppermint

- EXTRA® Chewy Mints Polar Ice

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Brand Insights

- Soft chew gum is the fastest growing form with the under-25 age group¹
- Mars Wrigley Confectionery, U.S. will also support the launch with a full-scale marketing campaign to drive consumer awareness and ultimately in-store sales

Quote from Mars Wrigley Confectionery, U.S.:

- “For almost 40 years, EXTRA® Gum has been committed to providing long-lasting flavor that gum chewers crave. Given how fast soft chew is growing¹ and with EXTRA® as the No. 1 gum brand in the U.S., this innovation is poised to become one of the most popular items in the confections aisle and a key driver for category growth. Consumers who have tried the new gum love it and we are excited for it to hit shelves nationwide this April.” – Justin Hollyn-Taub, Marketing Director for EXTRA® Gum Brand, Mars Wrigley Confectionery, U.S.
- “When we set out to develop a new line of EXTRA® Gum, we wanted to create a totally new gum experience. So, we went to work examining how to deliver a new refreshing experience for both your mouth and mind. Feedback so far has been outstanding. Those who tried it reported EXTRA® Refreshers Gum gave them an intense burst of flavor that left them feeling instantly revived².” – Justin Hollyn-Taub, Marketing Director for EXTRA® Gum Brand, Mars Wrigley Confectionery, U.S.

¹ Nielsen Total US Sales since 2013

² Sensory Consumer Research, 2019