



STARBURST® – Fact Sheet

What's New

STARBURST® introduced new STARBURST® Duos fruit chews. STARBURST® Duos splits two of your favorite flavors into a single chew. Starburst® Duos fruit chews come in Strawberry Watermelon and Blue Raspberry Lemonade flavors.

Brand History

In 1960, STARBURST® were first introduced as Opal Fruits in the U.K. and the four original flavors were Strawberry, Lemon, Orange and Lime.

In 1976, Opal Fruits were introduced in the U.S. as STARBURST®. STARBURST® candies are packed with a variety of great-tasting fruit flavors and have a deliciously chewy texture, to be enjoyed anytime and anywhere.

Portfolio

Today, STARBURST® are available in a variety of formats and flavors. Different offerings include:

- NEW STARBURST® Duos
- STARBURST® Original
- STARBURST® Original Jellybean
- STARBURST® FaveREDS®
- STARBURST® Tropical
- STARBURST® Summer Splash
- STARBURST® Minis Original
- STARBURST® Minis FaveREDS
- STARBURST® Minis Sours
- STARBURST® Gummies Original
- STARBURST® Gummies Sours
- STARBURST® Gummies Sour Berries
- STARBURST® Gummies Duos
- STARBURST® Gummiburst Duos
- STARBURST® Gummiburst Original
- STARBURST® All Pink (limited edition)

Connect with the Brand

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- [instagram.com/starburst](https://www.instagram.com/starburst)
- [youtube.com/TheStarburstChannel](https://www.youtube.com/TheStarburstChannel)

Brand Insights

- STARBURST® is the No. 2 Fruity Confections brand, including Seasonal.¹
- STARBURST® Jellybeans are the No. 1 brand at Easter.²

¹Source: Nielsen • Market: Total US xAOC Incl Conv • Fruity Confections Seasonal • Fact: \$ Share • L52 WE 12/30/17

²Source: Nielsen • Market: Total US xAOC Incl Conv • Fruity Confections Seasonal • Sub-Brand • Fact: \$ Share • Easter