



TWIX® - Fact Sheet

What's New

TWIX® TRIPLE CHOCOLATE is a unique cookie experience with new chocolate cookie bars and chocolate caramel cloaked in milk chocolate for three times the chocolate goodness. Chocolate fans will love its texture and crunch. (December 2018, \$1.69-\$1.79).

Brand History and Portfolio

- TWIX® Caramel Cookie Bar was first introduced in the United States in 1979. With two crunchy cookie bars covered with smooth caramel and enrobed in creamy chocolate, TWIX® Brand allows you to make whatever you're doing twice as fun.
- TWIX® Caramel Cookie Bar is available in several formats: as a single pack, 4 To Go sharing size, 6 To Go, FUN SIZE®, Minis and unwrapped TWIX® Bites.
- In 2017, the brand introduced TWIX® White Chocolate, TWIX® Dark Chocolate and reintroduced TWIX® Peanut Butter Bars.
- TWIX® White Chocolate Cookie Bars feature two crunchy cookie bars covered with smooth caramel and enrobed in creamy white chocolate. They are available in the following formats: single pack, 2 To Go sharing size and FUN SIZE® Stand Up Pouch (SUP).
- TWIX® Dark Chocolate Cookie Bars feature two crunchy cookie bars covered in golden caramel and enrobed in a rich dark chocolate. They are available in single pack format and 4 To Go sharing size.
- TWIX® Peanut Butter Cookie Bars feature crunchy, flavorful cookies with creamy peanut butter and milk chocolate. They are available in single pack format and 4 To Go sharing size.
- The TWIX® Brand lineup also includes Ice Cream Bars. TWIX® Ice Cream Bars are available as singles and miniatures, featuring creamy vanilla ice cream, gooey caramel and the great cookie crunch of TWIX® Bars, covered in a rich, delicious chocolatey coating. TWIX® Triple Chocolate Ice Cream Bars are made of rich and creamy chocolate ice cream, smooth caramel, and crunchy chocolate cookies, surrounded by a delicious, chocolatey coating.

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Brand Insights

- TWIX® is the fastest-growing chocolate brand in the entire chocolate category! (Nielsen Scan Data FY 2018, excluding brand launches)

- TWIX® White Chocolate Cookie Bars are proven in market — it is the top White Chocolate item since its national launch and the third-best performing innovation SKU in the entire category. (Nielsen Scan Data FY 2018)
- Top-selling TWIX® Brand is a favorite brand among 13- to 49-year-olds and families, as well as with consumers in the fast-growing Hispanic demographic. (Pulse check survey Oct. 2016)