



SKITTLES® – Fact Sheet

What's New

NEW for 2019, SKITTLES® Darkside™ returns, containing a delicious mix of mysterious, dark fruit flavors inspired by the other side of the Rainbow. Each pack includes a fruity mix of Dark Berry, Black Cherry, Forbidden Fruit, Blood Orange, and Midnight Lime flavors. (January 2019, Singles \$0.99, Share Size \$1.79, Lay Down Bag \$3.19)

Zombie SKITTLES® are coming for you this Halloween! Zombie SKITTLES® feature a spooky mix of five fruity flavors: Petrifying Citrus Punch, Mummified Melon, Boogeyman Blackberry, Chilling Black Cherry, and Blood Red Berry. But beware—there's a Zombie hidden in each pack ready to attack your palate with notes of soil and decay. Do you have the guts to give it a go? (Fall 2019; Share Size \$1.89, Lay Down Bag \$2.49, Fun Size Bag \$2.99)

SKITTLES® will also launch three limited-edition mixes just in time for summer! These new flavors will be available at exclusive retailers and will include:

- SKITTLES® Imposters – SKITTLES® Imposters will keep you guessing all summer! Each pack has fruity candies with inside flavors that don't necessarily match the outside color: Alter Ego Orange, Cryptic Citrus, Sneaky Strawberry, Undercover Apple, and Raspberry Ruse. (Summer 2019, Share Size and Lay Down Bags, exclusive to Walmart)
- SKITTLES® Freeze Pop – Cool down with summer fun in a bag! Each SKITTLES® Freeze Pop pack has fruity flavors you'd typically find in freeze pops and other frozen treats, including Blue Raspberry, Lemon, Grape, Orange, and Strawberry (Summer 2019, Singles, exclusive to Dollar General)
- SKITTLES® Sour Wild Berry – Made to celebrate the sour side, these SKITTLES® Sour Wild Berry packs cannot be tamed. These sour delights come in a mix of our Strawberry, Sour Berry Punch, Sour Wild Cherry, Sour Melon Berry, and Sour Raspberry (Summer 2019, Lay Down Bags, exclusive to Dollar General)

Brand History

Rolled out originally across the U.S. in 1979, SKITTLES® are bite-sized chewy candies with a candy shell, available in a rainbow of colors: Green Apple, Strawberry, Grape, Orange, and Lemon. For decades, the brand has become nationally and globally revered, poking holes in the veneer of the ordinary and stimulating joy for everyone. SKITTLES® does this through NFL, NASCAR and WWE sponsorships, influencer engagement, public relations, social media and in-store and external activations.

Portfolio

Today, more than 200 million SKITTLES® are produced on a daily basis and are available in a variety of flavors, including:

- SKITTLES® Original
- SKITTLES® Sour
- SKITTLES® Wild Berry
- SKITTLES® Tropical
- SKITTLES® Brightside
- SKITTLES® Sweets & Sours
- SKITTLES® Darkside™

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SKITTLES® Insights

- The beloved SKITTLES® brand is currently the No. 1 non-chocolate candy by market share across all retail channels.¹

¹<https://www.statista.com/statistics/190409/top-non-chocolate-chewy-candy-brands-in-the-united-states/>