



## DOVE® Chocolate - Fact Sheet

### What's New

DOVE® Chocolate Bars – The silky-smooth chocolate fans know and love just took an innovative twist — introducing DOVE® Chocolate Bars in six new bold flavors. The bars feature flavors inspired by the latest culinary trends.

Raspberry Rosé, made with a layer of silky-smooth pink chocolate, is perfectly sweet with real rosé and raspberries over a layer of rich dark chocolate. Or try Salted Caramel Blonde Chocolate, featuring rich caramel and silky smooth DOVE® Blonde Chocolate for the ultimate sweet and salty combination. These products are available nationwide.

DOVE® Chocolate PROMISES® 4-Pack – The DOVE® brand's popular PROMISES® format now lives in the checkout aisle and gives consumers the opportunity to take this silky-smooth treat on the go and share it with others.

### Brand History

From bean to bar, Mars Wrigley Confectionery takes great care to maintain the highest standards of quality when crafting DOVE® Chocolate. It all starts with only the best cacao beans, which are tested by experts for quality and flavor. The beans are then taken through special roasting and grinding techniques — a process rooted in European tradition — to create the signature silky-smooth texture and great taste of DOVE® Chocolate. Finally, the perfect combination of chocolate liquor and 100 percent pure cocoa butter are added to create a balanced taste that's not too sweet, nor too bitter. For more information about DOVE® Chocolate, visit [www.dovechocolate.com](http://www.dovechocolate.com), [Facebook](#), [Twitter](#) and [Instagram](#).

### Portfolio

Available in a variety of formats — ranging from DOVE® Bars to DOVE® PROMISES® — the DOVE® Chocolate Brand also offers delicious ice cream flavors and seasonal chocolate candies for Valentine's Day, Easter, Halloween and Christmas. Below is a comprehensive listing of flavor offerings:

DOVE® Chocolate Bar (3.30 oz.) Available in:

- Almond Brittle Milk Chocolate
- Bourbon Vanilla Dark Chocolate
- Dark Chocolate
- Milk Chocolate
- Raspberry Rosé Dark Chocolate
- Salted Caramel Blonde Chocolate

100 Calorie Bar (0.65 oz.) Available in:

- Silky Smooth Milk Chocolate
- Silky Smooth Dark Chocolate

Single Bar (1.44 oz.) Available in:

- Silky Smooth Milk Chocolate
- Silky Smooth Dark Chocolate

Stand Up Pouches of PROMISES® With Revitalized Graphics (7.61 oz. – 15.8 oz.) Available in:

- DOVE® PROMISES® Silky Smooth Dark Chocolate
- DOVE® PROMISES® Silky Smooth Milk Chocolate
- DOVE® PROMISES® Silky Smooth Dark Chocolate and Almond
- DOVE® PROMISES® Silky Smooth Milk Chocolate and Caramel
- DOVE® PROMISES® Silky Smooth Milk Chocolate and Peanut Butter
- DOVE® PROMISES® Silky Smooth Dark Chocolate and Peanut Butter
- DOVE® PROMISES® Silky Smooth Dark Chocolate and Mint Swirl
- DOVE® PROMISES® Silky Smooth Dark Chocolate Sea Salt Caramel
- DOVE® PROMISES® Silky Smooth Dark Chocolate, Milk Chocolate and Caramel and Milk Chocolate Variety

DOVE® Fruit Available in:

- Cranberries Dipped In DOVE® Dark Chocolate (6 oz., 17 oz. and 26 oz. SUPs)
- Cherries Dipped In DOVE® Dark Chocolate (6 oz., 17 oz. and 26 oz. SUPs)
- Blueberries Dipped In DOVE® Dark Chocolate (6 oz. SUP)

DOVE® Chocolate Covered Dusted Almonds and Cashews Available In:

- Cinnamon Dusted Dark Chocolate Almonds (5.5 oz. SUP and 1.6 oz. Slim Pack)
- Sea Salt Dusted Milk Chocolate Cashews (5.5 oz. SUP and 1.6 oz. Slim Pack)
- Cocoa Dusted Dark Chocolate Cashews (5.5 oz. SUP)

#### Connect with the Brand

- [www.dovechocolate.com](http://www.dovechocolate.com)
- [facebook.com/dovechocolate](https://facebook.com/dovechocolate)
- [instagram.com/dovechocolate](https://instagram.com/dovechocolate)
- [twitter.com/dovechocolate](https://twitter.com/dovechocolate)
- [pinterest.com/dovechocolateus](https://pinterest.com/dovechocolateus)

#### Brand Insights

- DOVE® Dark Chocolate was the first mainstream chocolate brand in the U.S. to obtain Rainforest Alliance certification.
- DOVE® Chocolate has great top of mind awareness within the chocolate category.<sup>1</sup>
- Consumers rank DOVE® Chocolate as one of the top brands in terms of quality.<sup>2</sup>

<sup>1</sup>Nielsen Driving Penetration Study 2016

<sup>2</sup>BASES Competitive Analysis Study

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