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Press Release

Clorets debuts innovative “Clorets Mint Tab” to cement Thailand candy market leadership

The first sugar-free compressed mint tablet from Clorets

Bangkok, 16 January 2017 – Global snacking powerhouse **Mondelēz International (Thailand) Company Limited** unveils the new “**Clorets Mint Tab**,” a sugar-free intense compressed mint tablet that gives instant, long-lasting fresh breath to help heighten one’s social confidence. Enhanced by a modernized and premium package design, Clorets Mint Tab was successfully launched in Japan and became the fastest growing brand in the entire industry there. With a marketing budget of over 70 million Baht, this new innovation from Clorets will surely ignite Thailand’s candy market and strengthen its number-one position.

Mr. Tanant Suwanraks, Country Head, Mondelēz International (Thailand) Company Limited, said “Since entering the kingdom in 1988, Clorets has constantly introduced product innovations and modern packaging technologies for Thailand. This ongoing commitment has helped to entrench our continuous hard-compressed candy market leadership position. Clorets is also ranked as a top growing brand in hard-compressed candy products with 30.3 percent market share in 2016.

“Apart from Mondelēz’s expertise and long heritage in Thailand’s snack market, we also understand our consumer needs thoroughly due to continuous consumer insight studies, and maintaining strong relationships with our business partners. Additionally, we spotted an opportunity in the premium candy products market for products priced higher than 21 Baht, based on recent research study showing higher growth in this segment, compared to others. We are excited to introduce our innovative Clorets Mint Tab to deliver a whole new experience for Thai consumers,” continued Mr. Tanant.

Woranun Wisitnorapat, Candy Category Manager, Mondelez International (Thailand) Company Limited, said “The launch of Clorets Mint Tab clearly reiterates the company’s commitment and constant development in delivering the best products and innovations to the Thai market. Clorets Mint Tab provides the great combination of its sugar-free intense compressed mint formula, enhanced breath freshness qualities, and a variety of likable flavors in modernized handy packaging, all guaranteed by record-setting growth in Japan, where it enjoyed a successful launch.”

In order to promote brand awareness of Clorets Mint Tab to target consumers in Thailand with social lifestyles who love to create and explore new trends, yet at the same time consider quality attributes as their key buying decision, Mondelēz will employ the following three core marketing strategies;

1) **Shift brand towards premium positioning:** Building upon its unique sugar-free intense compressed mint tablet that helps freshen breath instantly and for a long time period, Clorets Mint Tab also comes in a metal box packaging that is designed to be eye-catching, trendy and convenient to carry around.

2) **Engage consumers in every possible channel:** Clorets will launch 360-degree communications campaign through offline and online media, featuring TV commercials, Billboard advertising in high-traffic areas across Bangkok, as well as prominent store displays. Online platforms – Facebook, YouTube and Instagram – will also play a significant part to help the brand reach consumers in Thailand 4.0 era more effectively. Additionally, Boy-Pakorn will continue to be Clorets Brand Ambassador, a role he had held for five consecutive years.

3) **Drive sales through call-to-action activities:** To generate early trial experiences before its official launch, Clorets will give away two million free product samplings at every branch of 7-11 convenient store in Thailand on February 4. Impactful and outstanding visibility at retail displays and early-bird special prices will also be implemented at participating stores nationwide.

“We are confident that the launch of Clorets Mint Tab, with a well-rounded integrated marketing campaign, will significantly elevate Clorets success in Thailand and embed Clorets as the continuous leader of Thailand’s candy brands. Eventually, this will help drive the whole candy market to grow by 12 percent,” concluded Mr. Tanant.

Everyone is invited to experience fresh, instant and long-lasting breath with Clorets Mint Tab, available in premium metallic packaging at only 39 Baht. Available in three flavors – Original Mint, Green Lime Mint and Clear Mint, you can check out Clorets Mint Tab from 12 January 2017 onwards at 7-11 convenience stores. Follow <https://www.facebook.com/CloretsThailand/> for more details and promotions.

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About Mondelez Thailand

Mondelez International (Thailand) Co., Ltd. is part of Mondelez International, Inc. In Thailand, we manufacture and market power brands including Halls candy; Dentyne gum; Clorets compressed mint and gum. Other brands available in Thai market include Oreo, Chips Ahoy cookies; Ritz crackers; and cheese. Every day, our 1,300 employees nationwide create delicious moments of joy as we make the products that make people smile. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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