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Dentyne strengthens its leadership in the gum market with the launch of “Dentyne Waves”, offering breakthrough multi-fruit flavor innovations that will increase sales by 10% within two years

Bangkok – 1 April 2019 - Global snacking powerhouse **Mondelēz International (Thailand) Company Limited** unveiled the new **“Dentyne Waves” gum: Enjoy Wave after Wave of Fruit Flavors!** This innovation from Dentyne provides a first-of-its-kind gum chewing experience. Its gum bursts into your mouth in three multi-fruit waves of unique and refreshing juicy fruit flavors! This breakthrough aims to reinforce the brand’s leading status in Thailand’s gum market, re-energize consumer spending in chewing gum, and increase sales by 10% within two years.

As of February 2019, Thailand’s gum market was valued at two billion baht,* with Mondelēz Thailand in the leadership position with a 60.5%* market share, and Dentyne holding the number one spot with a market share of 52.2% in the total gum market, and another Mondelez brand, Clorets, with 8.1% market share. Additionally, Thailand’s gum market is comprised of regular gum, which holds a 75% share, and sugar-free gum, which takes up the remaining 25% share.

Mr. Tanant Suwanraks, Country Director Mondelēz International (Thailand) Company Limited, said, “With over 50 years in business, Mondelēz Thailand has always been committed to bringing only the best sweets and snacks for consumption offering quality, convenience and truly delicious tastes to meet the desires of consumers. We continue to innovate, develop and create an array of products to reinforce our leadership in Thailand’s gum market. The launch of the new **‘Dentyne Waves’ gum: Enjoy Wave after Wave of Fruit Flavors!** underlines how Dentyne pioneers breakthrough innovations. It features a uniquely-flavored chewing gum that bursts out three waves of juicy fruit flavors. This product has proven to be a smashing success in gum markets in the United States, China and the Middle East, completely surprising consumers. In China, Dentyne Waves became the number one gum in the sensorial segment, with 20% growth within just two months.”

“For the Thai market, we aim to achieve over 10% in sales growth within two years and reach 65% market share. We will do this by focusing on penetrating the segment of young, influential, trendy, and health-conscious adult consumers. We will make this possible, thanks to a truly exceptional gum and sensorial experience that provides three waves of juicy fruit flavors,” added **Mr. Tanant**.

Mr. Andrei Soriano, Gum Category Manager, Southeast Asia, Mondelēz International said that the new **Dentyne Waves** is an innovation milestone in Thailand, as it is the first gum product of its kind that provides a very unique and enjoyable sensorial experience:

- The 1st Wave: Crack the crispy, fruity shell which bursts on the tip of your tongue.
- The 2nd Wave: Enjoy the chew of the soft and fruity gum center all over your mouth.

- The 3rd Wave: Stimulate your taste buds with bursts of fruity beads of flavor and enjoy this long- lasting, sugar-free chewing adventure.

“Dentyne Waves is available in three unique fruit flavors Lime Passion, Raspberry Lemonade and Tropical Mint. Investment-wise, in the second quarter alone, we will allocate the largest ever budget for the launch of a gum product in the company’s history. We will advertise through media campaigns that include the big bang consumer launch event, a TV commercial, social media, outstanding point-of-purchase displays, attractive promotions and over one million samples to be given out across the country. Meanwhile, the ‘Dentyne Waves, Chewing Fruity Gum to Win Prizes’ campaign is also set to launch to attract consumers who love taking selfies, giving them the chance to win a Leica D-LUX Kit and iPhone XR , valued at over 350,000 baht. To find out how you can win, simply go to www.facebook.com/DentyneThailand to learn the promotion details. The full Dentyne Waves innovation campaign aims to reinforce Dentyne’s targeted growth and magnify its leadership in Thailand’s gum market,” concluded **Mr. Andrei**.

Get ready to experience the burst of refreshing beads with the New “Dentyne Waves”, which comes in the three unique flavor combinations of Lime Passion, Raspberry Lemonade and Tropical Mint. It is available in a pouch for 29 baht and bottle for 49 baht, at convenience stores, hypermarkets, supermarkets and leading stores nationwide. To get further information and updates on special promotions, please visit: www.facebook.com/DentyneThailand

#DentyneWaves #เคี้ยวกระหน่ำฉ่ำผลไม้

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About Mondelez Thailand

Mondelez International (Thailand) Co., Ltd. is part of Mondelez International, Inc. We empower people to snack right in approximately 150 countries around the world. In Thailand, we are leading the future of snacking with iconic brands such as *Halls* candy; *Dentyne* gum; *Clorets*, *Oreo*, *Chips Ahoy*, *LU* and *Ritz* biscuits; *Cadbury* chocolate, *Toblerone* and *Philadelphia* cheese. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.