



## Quenching the World's Thirst with Unique Flavors since 1957!

Tamarind. Lemon pepper. Soursop. These are just a few exotic flavors that helped rocket *Tang* to its world-renown status! Today, *Tang* is sold in approximately 35 countries, and this fruit-flavored drink is available in a variety of flavors – based on local consumers' preferences – and is fortified with minerals and vitamins. *Tang* has traveled to the moon and back with astronauts in the 1960s, and had revenue of nearly \$900 million in 2016.

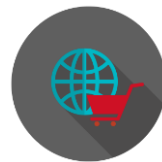


### TANG Fun Facts:



#### BIRTH

Launched in 1957. After two years of research, General Foods Corporation introduces *Tang* instant orange-flavored breakfast beverage in U.S. test markets in the fall. It comes in 7-ounce and 14-ounce glass jars.



#### GLOBAL REACH

*Tang* is sold in approximately 35 countries.



#### SALES

*Tang* had 2016 revenue of nearly \$900 million.

In the Middle East, more than half of *Tang's* annual sales happen in just six weeks around Ramadan, where families gather each evening to share a meal, seasonal treats and, often, a pitcher of *Tang*!



#### BIGGEST MARKETS

Brazil, Argentina, Philippines, Saudi Arabia, and Mexico.



#### NUTRITION

*Tang* features different fortification bundles by country and region. Vitamin C is the most common nutrient, in addition to iron and zinc.



## Examples of Flavors Around the World

A key to unlocking growth is the introduction of local fruit flavors. Orange flavor tops the sales charts worldwide, but local flavors make up 25 percent of *Tang* sales in emerging markets.

### Argentina

- These fans favor our classic Orange flavor as well as Orange-Mango and Apple



### Brazil

- Orange, Grape and Pineapple are favorites here!



### China

- Orange, orange-peach and lemon are the top three favorites.



### Mexico

- Tamarind and horchata; *Tang Mix* orange/lemon & orange/mango



### Middle East

- Top flavors are orange and mango



### Philippines

- Honey Lemon
- Mango
- Guyabano (Soursop)
- Pomelo





## TANG through the Years

1957

*Tang* introduced in the U.S. after 2 years of R&D. It comes in 7-ounce and 14-ounce glass jars.

1959

*Tang* goes overseas as *Mañanita* in Venezuela and *Taufrisch* (later named *Cefrisch*) in West Germany.

1965

Astronauts bring *Tang* along on their mission and all manned space flights for the next 10 years.

1968

*Tang* sponsors TV coverage of America's first manned flight around the moon, Apollo 8.



The Gemini Astronauts drank Tang...like this. You can drink it from a glass.

1969

Launch of "For Spacemen and Earth Families" ad.

1976

*Tang* debuts in France. It is manufactured in Puerto Rico for the first time.

1977

Production begins in Mexico City, Mexico.

1986

*Tang* debuts in China.

### THE LIFE SUPPORT SYSTEM OF AN APOLLO ASTRONAUT.



Tang. For spacemen and earth families.

1987

*Tang* relaunched with 100% natural flavors, no preservatives and 5 more vitamins.

1995

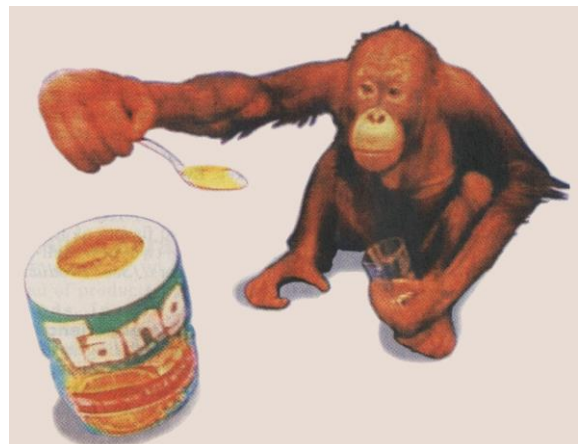
*Tang* introduces its famous orangutan "spokescharacter" in a bold new advertising campaign.

1997

*Tang* introduced to Turkey and Egypt.

1998

*Tang* is introduced in Romania.



2000

*Tang* becomes a \$100 million brand.

2001

*Tang* introduced to India, Indonesia and Vietnam.

2007

*Tang Fruitrition* created for Middle East markets with 100% natural fruit flavors and vitamins A, B and C.



## TANG through the Years

2009

*Tang Ponche Navideño* (Christmas Punch) is introduced for the holiday season in Mexico and *Tang Watermelon* introduced in Brazil.

2011

*Tang* becomes a \$1 billion dollar brand. We also opened our first *Tang* plant in India!

2015

*Tang Lactaea* campaign in Brazil to try mixing *Tang* with Milk!

*Tang Fresh* launches in Argentina as a premium beverage with a thicker texture and foamy head.



2017

*Tang* “Estamos Hechos en Casa” (We’re homemade) campaign launches in Latin America.

*Tang Mix* launches in Mexico in fun-filled orange/lemon and orange/mango varieties.



### For more information:

Media  
+1-847-943-5678  
[news@mdlz.com](mailto:news@mdlz.com)

[www.mondelezinternational.com](http://www.mondelezinternational.com)



[facebook.com/mondelezinternational](https://facebook.com/mondelezinternational)

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