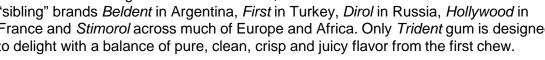




## Designed to delight for a refreshed you!

Trident is the No. 1 gum brand in the world, sold in more than 70 countries under "sibling" brands Beldent in Argentina, First in Turkey, Dirol in Russia, Hollywood in France and Stimorol across much of Europe and Africa. Only Trident gum is designed to delight with a balance of pure, clean, crisp and juicy flavor from the first chew.







Trident gum transformed an industry. In 1964, Trident was the first delicious-tasting sugarless gum launched in the U.S. and the first gum to not cause tooth decay! From that point on, *Trident* became a household favorite.



## **TRIDENT Fun Facts:**



#### **BIRTH**

1964 - Trident gum is the first patented sugarless gum with three enzymes to combat the formation of tartar on teeth. The name Trident comes from from "tri" (for the three enzymes) and "dent" (for teeth).



#### RECENT COUNTRY LAUNCHES

China (2015)



#### SALES

*Trident* is the No. 1 gum brand in world, with over \$1 billion in annual sales globally in 2015.



#### WELL-TRAVELED GUM

*Trident* was the first gum in space (1964) and has been on every Space Shuttle mission since 1981.



#### **BIGGEST MARKETS**

United States, Brazil, Mexico, France.



#### **FANS**

*Trident* has a Facebook community of more than 14 million Trident lovers around the globe!



#### **GLOBAL REACH**

Trident gum can be found in more than 70 countries.













# **Examples of Flavors Around the World**

## **Top Global Flavors**

- **Peppermint**
- Spearmint
- Tropical
- Watermelon
- Strawberry

#### China

- Four flavors: Sweet Mint, Hyper Mint, Melon, Blueberry
- Two stylish packs: a bottle and a clutch box

## **Europe**

- **Trident Senses Spearmint**
- Trident Senses Mystery
- Trident Splash Vanilla Mint









#### **Latin America**

- Trident Fresh Herbal
- Trident Fresh Cherry
- Trident Twist Vanilla Peppermint

# Trident



### **North America**

- Trident Layers Green Apple and Pineapple
- Trident Layers Swedish Fish
- Trident Splash Orange Swirl













# **TRIDENT** Advertising

## **United States**













## **France**



## **Egypt**



#### **Greece**



#### Brazil



### Russia









# 2016 Fact Sheet





## History of TRIDENT...

1964

1960s

1970s

Trident Original flavor is available nationally in the U.S. beginning in November. It is the first nationally distributed sugarless gum product, the first patented sugarless gum in the category, and the first product promoted as not causing tooth decay.

NASA selects Trident gum as the official chewing gum for the Gemini space flights. Trident captures about 40 percent of the sugarless gum markets after its famous campaign: "4 out of 5 dentists surveyed would recommend sugarless gum to their patients who chew gum."

Trident is the number one sugarless gum in the U.S. and is introduced in Canada, Spain, Switzerland, the U.K.





1980s

Trident gum is introduced in Brazil and Mexico. New advertising claims that "chewing Trident after sugary snacks helps fight dental decay" fosters impressive sales.

1990s

Trident Advantage introduced with Recaldent, a proprietary ingredient clinically proven to strengthen teeth.

2001

Trident White, a sugarless gum with a unique technology to help whiten teeth, is introduced in the U.S.





2002

Trident is sold in 24 markets across the globe, with the U.S. market accounting for about 33 percent of sales.

2004

Trident's 40th birthday! That's 4.5 billion sticks or 17 million pounds of gum. End to end, it's enough gum to travel halfway to the moon!

2005

Trident Splash. a liquid center-filled pellet gum, is introduced in U.S. and Canada in Peppermint with Vanilla and Strawberry with Lime. It is the first centerfilled pellet-type gum in the U.S.













# 2016 Fact Sheet





# History of TRIDENT...

2006

Trident sales in
Mexico, Caribbean &
Central America
business units top
\$100 million. Trident
rides along on the
Space Shuttle
Discovery during the
25th anniversary of
the Space Shuttle
program.

2008

Trident Xtra Care with Recaldent is introduced.

2009

Trident Layers,
a first-of-its-kind visible soft
center layer infused with real
fruit flavor, is introduced in the
U.S. in Wild Strawberry &
Tangy Citrus and Green Apple
& Golden Pineapple. Trident
Splash launches in Israel in
four flavors: StrawberryLemon, Raspberry-Peach,
Spearmint and Lemon-Mint.





2010

Trident Origins
introduced in Spain
and Portugal, made
with natural fruit and
plant extracts. Trident
Layers Cool Mint &
Melon Fresco
introduced in the U.S

2011

Trident Vitality is introduced the U.S. in three flavors – Vigorate, Rejuve and Awaken.

2014

Trident introduces the First X-Fresh brand in Turkey.







2015

*Trident* launches in China, available in Sweet Mint, Hyper Mint, Melon, Blueberry.

## For more information:

Media +1-847-943-5678 news@mdlz.com

www.mondelezinternational.com



facebook.com/mondelezinternational







twitter.com/MDLZ

www.linkedin.com/company/mondelezinternational

www.youtube.com/mdlz







