

Trident

Celebrating the World's No. 1 Gum Brand

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.

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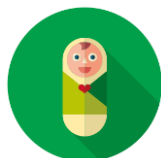
first

Dirol

STIMOROL

HOLLYWOOD

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)
Pakistan (2016)



SALES

Trident is the No. 1 gum brand in world, exceeding \$1 billion in annual sales globally in 2016.



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 nearly 15 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

- 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



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





History of *TRIDENT*...

1964

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.

1960s

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."

1970s

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 center-filled pellet-type gum in the U.S.





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: Strawberry-Lemon, Raspberry-Peach, Spearmint and Lemon-Mint.



2010

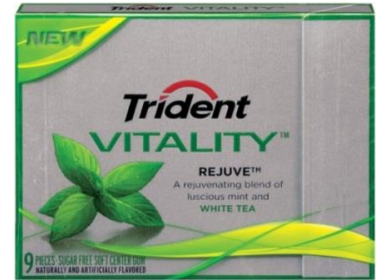
Trident Origins introduced in Spain and Portugal, made with natural fruit and plant extracts. *Trident Layers Cool Mint & Melon Fresco* introduced in the U.S.

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.



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