



MEDIA CONTACT:

Ampy Vasquez

(973) 691-3536

Alert™ Caffeine Gum – Fact Sheet

Brand History

Alert™ Caffeine Gum is a new caffeinated gum from Mars Wrigley Confectionary that gives adults an innovative, simple and portable alternative to energy drinks, coffee and soda. One piece of Alert Caffeine Gum provides 40mg of caffeine, about the same amount, on average, as a half cup of coffee, one 12oz can of soda or a half of one 8oz energy drink. Alert Caffeine Gum is for adults, and is not intended for children, pregnant and nursing women, and people sensitive to caffeine.

Alert is a different kind of gum, not for bubble-blowing, but to give you a boost of caffeine. It's a simple, portable alternative to caffeinated beverages when you're looking for a pick-me-up during your day, whether that's on your morning commute, to combat an afternoon slump, before you hit the gym, or on your way to a meet up with friends.

It's an example of Mars Wrigley Confectionery's passion for innovation, coupled with our commitment to transparency, consumer safety and responsibility.

Portfolio

- Alert™ Caffeine Gum Mint
- Alert™ Caffeine Gum Fruit

Connect with Alert™ Caffeine Gum

www.alertgum.com

facebook.com/AlertCaffeineGum

twitter.com/AlertGum

Alert™ Caffeine Gum Insights

- The caffeinated beverage market continues to grow; it has increased by 9% since 2013
- Research shows one of the top reasons people chew gum is to stay awake
- Other top reasons people chew gum include to focus or wake up