

Chewing gum is worth over £143M a year to convenience retailers*

Worth £241m*, the UK retail gum category remains a 'must stock' impulse category within convenience. Wrigley's Extra® gum, which is currently worth £139m*, retains its pole position as the No.1 non-chocolate confectionary brand in the UK and is growing at 5.2%** in 2011.

Within the convenience channel, gum sales are worth £143m and commands over half of all UK sales - cementing the importance of the gum category for retailers. Convenience retailers will be aware that chewing gum:

1. Is four times more impulsive than any other confectionery line^
2. Delivers phenomenal profits from a small selling space in store
3. Is incremental to other purchases in the shopper basket
4. Is expected to be found at the tillpoint



Source: *Nielsen MAT w/e 26.03.11
 **Nielsen YTD w/e 26.03.11
 ^TNS May 2005

THE SUGARFREE TREND

"Better for you" and "oral care" products have become increasingly more important to consumers when making their decisions and this is driving the popularity of sugarfree products within mints and gum. Wrigley was the first to introduce sugarfree

gum to the UK (in 1977) and these products now make up over 94%* of Wrigley chewing gum sales (Extra®, Airwaves®, Orbit Complete® and 5® chewing gum ranges are sugarfree). The sugarfree trend also resonates within the mint category with Extra® Mints, the No.1 selling sugarfree mint brand*.

For retailers, getting the right mint and gum display in store is a great way to boost sales, as many of these products are bought entirely on impulse when a shopper enters a store for other grocery items. Retailers need to ensure the fundamentals are in place, stocking the right range of best sellers, ideally in a prominent space at the tillpoint and making sure it's always available. All of which will help guarantee retailers maximise their sales and revenue potential from this category.

Tom Jarratt, Customer Marketing Director, Wrigley

TOP TIPS

Wrigley's Mint & Gum Top Tips!

- o **Range:** Stock the best-sellers – all of the top 10 Gum lines are Wrigley sku's
- o **Space:** Allocate prominent space to best-sellers – double face if possible
- o **Display:** Gum and mints should be sited in high traffic flow areas, such as queuing aisles or at tillpoint
- o **Availability:** To avoid missed sales opportunities, your display should always be fully stocked
- o **NPD:** Ensure NPD is available to capitalise upon early excitement and demand

Return of Extra® Food Creatures

Wrigley is committed to supporting all of its best-selling brands, and most recently launched it's new Extra® Food Creatures advert reinforcing the benefits of chewing gum after food and drink consumption. As part of a £11m marketing spend for the Extra® brand during 2011, the new advert educates consumers on how chewing

sugarfree gum can neutralise pH levels in the mouth after eating, helping to keep teeth clean and mouths fresh.

RETAILER QUESTION

There are so many Gum sku's available what core range should I be stocking?

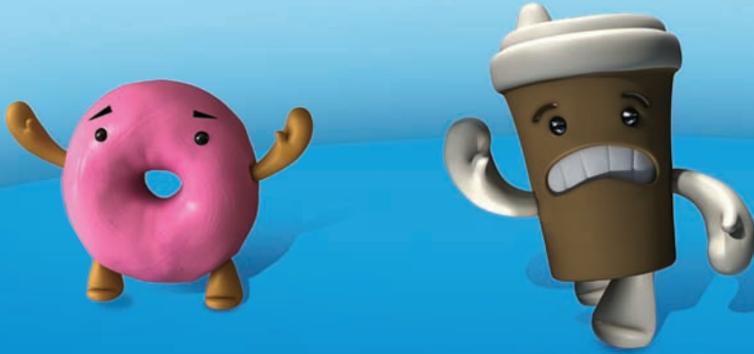
In the last few years Wrigley has rationalised their range to only include best-sellers in order to enhance retailer profitability and minimise stock holding of slow sellers. With 60% of category sales, Extra® is a proven signpost at the tillpoint gum display prompting consumers to purchase. The new Extra Ice® range now contains microgranules and New Extra Ice® White has the added benefits of helping to remove stains and maintain teeth's natural whiteness. The Airwaves® range offers menthol stimulation which is perfect for occasions like driving, whilst 5® provides shoppers with a premium sensory experience. Within the gum category nearly £9 in every £10 is spent on Wrigley gum, key brands like Extra®, Airwaves® and 5® are a must for convenience retailers to ensure they get the most from their gum tillpoint display.

Top 10 Gum Singlepack SKU's in Total Market:

Rank	YTD 18.06.11
1	EXTRA PEPPERMINT
2	EXTRA SPEARMINT
3	EXTRA COOL BREEZE
4	AIRWAVES MENTHOL & EUCALYPTUS
5	EXTRA ICE PEPPERMINT MICROGRANULES
6	EXTRA ICE WHITE MICROGRANULES
7	EXTRA PEPPERMINT HANDYBOX
8	EXTRA ICE SPEARMINT MICROGRANULES
9	ORBIT COMPLETE SPEARMINT
10	AIRWAVES BLACK MINT

Source: Nielsen 12 Weeks to w/e 18.06.11

WHY HAVING A WRIGLEY TILLPOINT DISPLAY IS IMPORTANT



**+8.1%
increase**

in Wrigley chewing gum sales compared to other displays*

**+5.2%
increase**

in total chewing gum sales compared to other displays*



- Wrigley chewing gum represents nearly **95% of all chewing gum value sales** in independents and symbol stores*
- Extra® Peppermint is the **no.1 selling** chewing gum – ensure this line is highly visible and well stocked at all times**