

# MARS

snackfood  
us

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## FOR IMMEDIATE RELEASE

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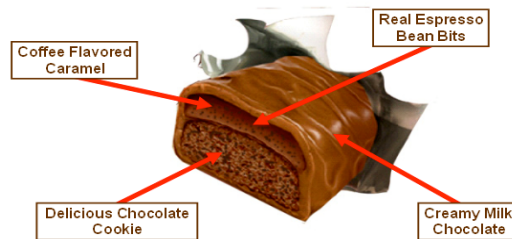
## PRODUCT FACT SHEET

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### CHECK OUT THE NEWEST COFFEE CRAZE



TWIX® Brand is raising the bar on the American coffee break with an exciting new product, TWIX® Java. Now TWIX® and coffee lovers alike will experience a new and enticing way to enjoy their favorite candy bar. New TWIX® Java allows consumers to experience a whole new way to get their coffee fix, by taking a step back with a TWIX® Java break.



### RAISING THE BAR ON THE AVERAGE CUP OF JOE

This limited-edition candy bar combines coffee-flavored caramel paired with an irresistible chocolate cookie – all covered in delicious TWIX® chocolate. To give the new TWIX® Java its signature taste, Mars infuses tiny flakes of real espresso into TWIX® famed caramel to offer an irresistible chocolaty, coffee flavor.

### COFFEE IS KING

Americans consume 400 million cups of coffee per day, or equivalent to 146 billion cups of coffee per year – making the United States the leading consumer of coffee in the world. Additionally, the National Coffee Association reports that more than 166 million Americans – or one out of every two – drinks coffee at least daily.

### A JAVA FLAVOR PUNCH, SANS THE CAFFEINE CRASH

In comparison to other chocolate bars, coffees, energy drinks and sodas, TWIX® Java bars have the least amount of caffeine. In fact, TWIX® Java contains only a small amount of naturally occurring caffeine – just enough to keep coffee devotees hungry for more TWIX® Java.

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**HURRY, ACT NOW**

Now available in food, mass, convenience and drug stores nationwide through February 2008, TWIX<sup>®</sup> Java comes in a 2 ounce single pack (comprised of two TWIX<sup>®</sup> bars) and retails for \$.55.