

# MARS

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## FOR IMMEDIATE RELEASE

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### **TWIX® JAVA BREWS UP A FRESH APPROACH TO THE COFFEE CRAZE AND GIVES AMERICANS A NEW TYPE OF “COFFEE BREAK”**

*Product Innovation Infuses Coffee Flavor into New Variety of TWIX®*

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HACKETTSTOWN, N.J. (January 23, 2008) --- From fancy coffees to extravagant desserts, the pursuit of java-flavored food and beverages continues to be a hot trend percolating throughout U.S. culture. Today, TWIX® Brand is raising the bar on America’s coffee-flavor craze by introducing *TWIX® Java* with real espresso beans and coffee-flavored caramel.

The limited-edition candy bar, available in stores nationwide through February 2008, is a decadent three layered blend of rich coffee flavored sweet caramel coated over a delicious chocolate cookie and covered in luscious milk chocolate. A touch of real espresso beans enhances the flavor of this chocolaty coffee treat. The brand offers fans a new type of “coffee break” and a chance to step back from hectic days.

“We are committed to constant innovation to create fun, great-tasting products that deliver a unique experience to our consumers,” said Michele Kessler, vice president, marketing, Mars Snackfood US. “*TWIX® Java* is the perfect treat or ‘pause’ for fans of TWIX and coffee lovers alike – a touch of espresso beans add the perfect hint of java taste to the signature candy bar that fans have enjoyed for years”.

*TWIX Java Now Available*

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## **Coffee is Flavor King in the United States**

According to Food Processing Magazine, beverage flavors are not restricted solely to beverages anymore. Coffee shows renewed popularity in desserts, including pastries and dairy products such as yogurt and ice cream<sup>1</sup>. Every day, Americans consume 400 million cups of coffee, or more than 146 billion cups of coffee per year. This makes the United States the leading consumer of coffee worldwide. Additionally, the National Coffee Association reports that more than 166 million Americans – or one out of every two – drinks coffee at least daily<sup>2</sup>. With the growing demand of coffee and coffee-flavored products, it's clear Americans are looking for new and inventive ways to get their java fix.

Now available in food, mass, club, convenience and drug stores nationwide through February 2008, *TWIX*<sup>®</sup> *Java* come in a 2 ounce single pack (comprised of two *TWIX*<sup>®</sup> bars) and retails for \$.55. *TWIX*<sup>®</sup> *Java* contains a small amount of naturally occurring caffeine<sup>3</sup>

<sup>1</sup> Food Processing Magazine

<sup>2</sup> The National Coffee Association and The Specialty Coffee Association of America

<sup>3</sup> *TWIX*<sup>®</sup> *Java* contains a small amount of naturally occurring caffeine (about 2mg/serving) with negligible amount contributed by the espresso pieces

- more -

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### **About TWIX® Brand**

TWIX®, a Mars Snackfood US brand, is known for its crispy crunchy cookie, smooth creamy chocolate and delicious chewy caramel taste. The Twix® Caramel Cookie Bar was first introduced in the United States in 1979. Existing product lines includes: Twix® Caramel Cookie Bars, Twix® Peanut Butter Cookie Bars and Twix® Brand Ice Cream.

### **About Mars Snackfood US:**

Mars Snackfood US is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the U.S., Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Hackettstown, New Jersey, Mars North America employs more than 12,000 associates in the United States, with 54 facilities nationwide. Mars Snackfood US includes some of the world's favorite brands such as DOVE CHOCOLATE® Brand, M&M'S® Brand, MILKY WAY® Brand, SKITTLES® Brand, SNICKERS® Brand, , STARBURST® Brand, THREE MUSKETEERS® Brand, TWIX® Brand and more. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN'S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats. Please visit [mars.com](http://mars.com)

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