



## MARKET

Gum is the fastest growing confectionery category on earth. Whether to freshen breath, strengthen teeth, as an ideal diet-conscious habit or just for the pleasure of chewing – its popularity is on the rise.

Trident is at the heart of this chewy world. It is the world's biggest gum brand – and it's still growing fast. It has doubled in size (worldwide) since 2003 and was one of the world's first sugar free gums. It enjoys over 60% share of the sugar free gum segment in Egypt.

In Egypt chewing gum is enjoyed by the whole population with over 90% penetration and the chewing gum market in Egypt is worth close to 300 million EGP a year.

America, Native Americans chewed on a substance made from the resin of Spruce Trees. This practice continued until the early nineteenth century and has been accredited as one of the first modern examples of Chewing Gum. In the late nineteenth century Paraffin Wax was introduced as a substitute for Spruce Resin. Today almost everyone has tried a chewing gum at one point in their life.

Introduced in 1962 Trident was the first national brand in the USA of sugar-free chewing gum. Developed by the American Chicle Group in response to medical discoveries linking sugar to dental cavities, the original Trident formula contained three enzymes thought to soften dental tartar. The name "Trident" derives from the three enzymes (Tri) to promote dental health (dent)

In the mid-1960s the American Chicle Group introduced a new slogan for Trident – "four out of five Dentists surveyed would recommend sugarless gum to their patients who chew gum." The phrase became strongly associated with the Trident brand. In 1971 the company was merged with Warner-Lambert who later changed the name of its confectionery business to Adams.

In 2003 Adams was acquired by Cadbury Schweppes plc to form the leading global confectionery company, with Trident becoming one of the "power brands" in the total portfolio. In May 2008 Cadbury plc was created with a vision to be the biggest and best confectionery company in the world, completing a full separation from the Beverages business that included brands like Schweppes and Dr. Pepper. This allowed Cadbury to become a "pure-play" product clinically proven to strengthen teeth

## ACHIEVEMENTS

Trident is the world's largest chewing gum brand. It is the market leader in Mexico, Brazil and Spain. In Egypt is it the sugar-free gum market leader.

Trident has been granted the American Dental Association (ADA) Seal of Acceptance in recognition of the gum's ability to help prevent cavities by strengthening teeth and reducing plaque acids. The ADA Seal was granted to Trident following the submission of an exhaustive scientific dossier supporting the brand.

## HISTORY

People have been chewing for over hundreds of years. There is evidence that the early Greeks chewed on a substance made from a resin of the Mastic Tree indigenous to Turkey. In North



confectionery company and to put more focus and resources into growing global brands like Trident.

### The historic timeline for the Trident brand

**1962** Trident Original is introduced in the United States

**1964** Trident becomes the first patented sugar free gum in the chewing gum category

**1964** Trident becomes the official chewing gum for the Gemini Space flights

**1965** Trident introduces the "four out of five Dentists surveyed would recommend sugarless gum to their patients who chew gum" campaign

**1972** Trident is introduced in Canada

**1977** Trident is introduced in Spain

**1981** Trident is introduced in Brazil

**1984** Trident is introduced in Mexico, where today it is the market leader

**1998** Trident introduces Recaldent, a proprietary



product clinically proven to strengthen teeth

**2001** Trident White, with a unique technology to help whiten teeth, is introduced in certain markets

**2002** Trident is introduced in Egypt, where today it is the market leader in the sugar free chewing gum sub-category

**2004** Trident is reformulated using xylitol in certain markets

**2005** Trident Splash, a liquid centre-filled gum, is introduced

**2006** Trident XtraCare with Recaldent is introduced

**2007** Trident is introduced in the UK, capturing approximately 10% of the gum market in its first year.



## PRODUCT

Trident chewing gum comes in a variety of delicious flavours and formats designed to combine goodness with sensory pleasure. As the pioneer of sugar free gum, each and every Trident product is good for your teeth and does not cause cavities.

Trident comes in three core formats – slab, pellet and centre-filled pellet. Slab is usually uncoated and provides a softer chew. Pellets can provide a refreshing crunch at the first bite which affects the way the flavour is delivered to the mouth. Centre-filled pellet is a new innovation that gives a mouth-watering burst of flavour in every gum.

Trident has a broad range of mint and fruit flavours in its portfolio to deliver the best tasting products to consumers.

In Egypt, Trident comes in both slab and pellet formats and has four core flavours currently in the market – Spearmint, Strawberry, Cinnamon and Peppermint.

## RECENT DEVELOPMENTS

Innovation is right at the heart of creating brands people love. Not just new products and improved recipes, but also innovative packaging formats and world-class brand communication.

Today Trident continues to offer outstanding functionality – with oral care innovations such as Trident Xtracare (see below). But they've also taken taste to a new level through innovative formats such as their centre-filled gum and more indulgent and long-lasting flavours, including Blueberry-Pomegranate and Watermelon-Mint. Gum never tasted so good.

Recent innovations include:

**Trident Splash** – a dual-flavoured centre-filled pellet which delivers a unique sensory experience.

**Trident Fusion** – a combination of sweet and sour pellet flavours in the same package.

**Trident Soft** – a slab with an enhanced slow release flavour system that allows the flavour to last longer than ever before.

**Trident Xtra Care** – a pellet containing Recaldent that releases calcium and phosphate to help rebuilding weakened teeth enamel from the inside out.



In Egypt Trident continues to introduce new flavours and formats in line with the development of the market.

## PROMOTION

The world of brand building is undergoing a revolution and Trident is right on the frontline – online and everywhere. Today's brands are built in places beyond your TV screen and Trident

is leading the way in opening more doors for consumers to interact with the brands they love.

As one of Cadbury's global focus brands Trident receives extensive support and investment to continue building its brand across core markets. In Egypt support has been driven by exciting sampling campaigns tied to online contests and sponsorship of various events.

Relying on strong consumer insights and understanding, Trident's advertising and promotions continues to delight consumers around the globe by communicating the fun and pleasure that Trident brings to consumers with each piece of chewing gum.

## BRAND VALUES

As one of the pioneers of sugar-free gum in the world, Trident is committed to delivering products that are not just good for your mouth but also good for your teeth.

Trident in the United States has recently announced an expanded partnership with Smiles Across America, a programme dedicated to providing oral care education and treatment to children in need. Through Trident's support Smiles Across America is able to further join together schools and dental care providers to help fight untreated oral disease in school children across America.

Cadbury has always appreciated that doing good is good for business, being responsible and being commercial go hand in hand.

Cadbury has identified six commitments to ensure all of its brands, including Trident, grow in a responsible and sustainable way for the long-term – strengthening their business, building their reputation and motivating their people.

These commitments are:

- Responsible consumption of their products through thoughtful marketing, product innovation and better nutritional labeling
- Ethical and sustainable sourcing of raw materials and other supplies
- Prioritise quality and safety through embedding a zero-accident culture and creating a food safety and quality mindset
- Cutting carbon, packaging and water use, as part of their Purple Goes Green commitments
- Nurturing and rewarding colleagues and embracing diversity
- Investing in communities in which they operate; their money, their time, their capability

[www.tridentgum.com](http://www.tridentgum.com)

## Things you didn't know about Trident

Trident was the first sugar free chewing gum in the world!

Trident's original formula contained three enzymes thought to soften dental tartar and the name derives from these three enzymes (Tri) to promote dental health (dent)

Chewing gum, after eating and drinking, helps fight cavities, remove food particles and neutralise plaque acids.

Trident was the first gum in space and has been on every Space Shuttle mission for the past 25 years!

To this day Trident delights consumers around the globe by delivering unsurpassed taste and meaningful dental and health benefits to help them look and feel their best – gum never tasted so good.

Superbrands