

Mars adds first new Twix variant for 43 years

Mars Chocolate has announced the launch of a new product variant in the Twix family. Available from September, Twix Fino's main point of difference is the crispy wafer that replaces the original Twix biscuit base, still topped with the much-loved combination of smooth caramel and milk chocolate.

Appealing to the health conscious consumer, Twix Fino has only 94 calories per finger, making it a lighter alternative to the original Twix. The target market is 25-44 year old male and female professionals, although



the brand will actively target female consumers.

The Twix brand is worth £60m and is the fourth best-selling chocolate bar in the UK impulse market (IRI Total Impulse w/e 22nd May 2010). It has also enjoyed three consecutive years of growth in excess of four per cent (CSC value-Source IRI w/e 26th Dec 09).

www.mars.co.uk