



SNACKING MADE RIGHT

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**Press Release**

**Mondelez Launches 'Dentyne Splash Red Bull'  
Inspiring Dynamic Gen Zs to 'Keep Passion Flowing'**



**Bangkok, 23 February 2023** - Mondelez International (Thailand) Co., Ltd. reinforced its global leadership position in the gum market today with the unveiling of their new 'Dentyne Splash Red Bull' flavor. In the first-ever collaboration with Red Bull, a globally renowned beverage brand, this sugar-free Dentyne variant features juicy filling with Red Bull's unique center-filled flavor to create a fresh new experience for Gen Z consumers and inspire them to 'Keep Passion Flowing', reflecting Dentyne's commitment to encourage the younger generation to pursue their desires and achieve their dreams.

Get ready for the new taste sensation of 'Dentyne Splash Red Bull', made with a magic mix of fruit flavors to mimic Red-Bull-like flavor, complete with packaging specially designed in collaboration with Red Bull,



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available now exclusively at 7-11 and the 7 Delivery application at only THB 25 for 8 tablets bursting with flavorful center-filled liquid. For further updates, including fun activities and special promotions from Dentyne, please visit the [7-Eleven Thailand](#) Facebook fanpage and [Dentyne Thailand](#) at <https://www.facebook.com/DentyneThailand>

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**About Mondelēz Thailand**

Mondelēz International (Thailand) Co., Ltd. is part of Mondelēz International, Inc (MDLZ). We empower people to snack right in approximately 150 countries around the world. In Thailand, we are leading the future of snacking with iconic brands such as Halls candy, Dentyne gum, Clorets compressed mint and gum, Oreo cookies, Ritz crackers, Toblerone chocolate, Cadbury chocolate, Tang gummies, and Philadelphia cheese. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ).

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