



Quenching the World's Thirst with Unique Flavors since 1957!

Tamarind. Lemon pepper. Soursop. These are just a few exotic flavors that helped rocket *Tang* to its world-renown status! Today, *Tang* is sold in approximately 35 countries, and this fruit-flavored drink is available in a variety of flavors – based on local consumers' preferences – and is fortified with minerals and vitamins. *Tang* has traveled to the moon and back with astronauts in the 1960s, and had revenue of nearly \$900 million in 2016.

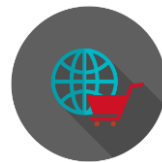


TANG Fun Facts:



BIRTH

Launched in 1957. After two years of research, General Foods Corporation introduces *Tang* instant orange-flavored breakfast beverage in U.S. test markets in the fall. It comes in 7-ounce and 14-ounce glass jars.



GLOBAL REACH

Tang is sold in approximately 35 countries.



SALES

Tang had 2016 revenue of nearly \$900 million.

In the Middle East, more than half of *Tang's* annual sales happen in just six weeks around Ramadan, where families gather each evening to share a meal, seasonal treats and, often, a pitcher of *Tang*!



BIGGEST MARKETS

Brazil, Argentina, Philippines, Saudi Arabia, and Mexico.



NUTRITION

Tang features different fortification bundles by country and region. Vitamin C is the most common nutrient, in addition to iron and zinc.



Examples of Flavors Around the World

A key to unlocking growth is the introduction of local fruit flavors. Orange flavor tops the sales charts worldwide, but local flavors make up 25 percent of *Tang* sales in emerging markets.

Argentina

- These fans favor our classic Orange flavor as well as Orange-Mango and Apple



Brazil

- Orange, Grape and Pineapple are favorites here!



China

- Orange, orange-peach and lemon are the top three favorites.



Mexico

- Tamarind and horchata; *Tang Mix* orange/lemon & orange/mango



Middle East

- Top flavors are orange and mango



Philippines

- Honey Lemon
- Mango
- Guyabano (Soursop)
- Pomelo





TANG through the Years

1957

Tang introduced in the U.S. after 2 years of R&D. It comes in 7-ounce and 14-ounce glass jars.

1959

Tang goes overseas as *Mañanita* in Venezuela and *Taufrisch* (later named *Cefrisch*) in West Germany.

1965

Astronauts bring *Tang* along on their mission and all manned space flights for the next 10 years.

1968

Tang sponsors TV coverage of America's first manned flight around the moon, Apollo 8.



The Gemini Astronauts drank Tang...like this. You can drink it from a glass.

1969

Launch of "For Spacemen and Earth Families" ad.

1976

Tang debuts in France. It is manufactured in Puerto Rico for the first time.

1977

Production begins in Mexico City, Mexico.

1986

Tang debuts in China.

THE LIFE SUPPORT SYSTEM OF AN APOLLO ASTRONAUT.



Tang. For spacemen and earth families.

1987

Tang relaunched with 100% natural flavors, no preservatives and 5 more vitamins.

1995

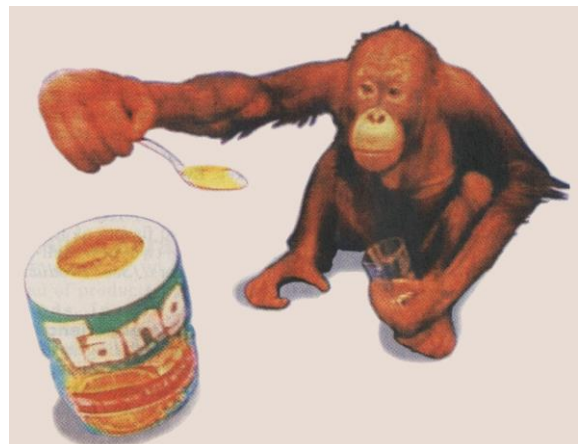
Tang introduces its famous orangutan "spokescharacter" in a bold new advertising campaign.

1997

Tang introduced to Turkey and Egypt.

1998

Tang is introduced in Romania.



2000

Tang becomes a \$100 million brand.

2001

Tang introduced to India, Indonesia and Vietnam.

2007

Tang Fruitrition created for Middle East markets with 100% natural fruit flavors and vitamins A, B and C.



TANG through the Years

2009

Tang Ponche Navideño (Christmas Punch) is introduced for the holiday season in Mexico and *Tang Watermelon* introduced in Brazil.

2011

Tang becomes a \$1 billion dollar brand. We also opened our first *Tang* plant in India!

2015

Tang Lactaea campaign in Brazil to try mixing *Tang* with Milk!

Tang Fresh launches in Argentina as a premium beverage with a thicker texture and foamy head.



2017

Tang “Estamos Hechos en Casa” (We’re homemade) campaign launches in Latin America.

Tang Mix launches in Mexico in fun-filled orange/lemon and orange/mango varieties.



For more information:

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