Trident is the No. 1 gum brand in the world, sold in more than 70 countries under “sibling” brands Beldent in Argentina, First in Turkey, Dirol in Russia, Hollywood in France and Stimorol across much of Europe and Africa. Only Trident gum is designed to delight with a balance of pure, clean, crisp and juicy flavor from the first chew.

Trident gum transformed an industry. In 1964, Trident was the first delicious-tasting sugarless gum launched in the U.S. and the first gum to not cause tooth decay! From that point on, Trident became a household favorite.

**Trident Fun Facts:**

**BIRTH**
1964 – Trident gum is the first patented sugarless gum with three enzymes to combat the formation of tartar on teeth. The name Trident comes from from “tri” (for the three enzymes) and “dent” (for teeth).

**SALES**
Trident is the No. 1 gum brand in world, exceeding $1 billion in annual sales globally in 2016.

**BIGGEST MARKETS**
United States, Brazil, Mexico, France.

**GLOBAL REACH**
Trident gum can be found in more than 70 countries.

**RECENT COUNTRY LAUNCHES**
China (2015)  
Pakistan (2016)

**WELL-TRAVELED GUM**
Trident was the first gum in space (1964) and has been on every Space Shuttle mission since 1981.

**FANS**
Trident has a Facebook community of nearly 15 million Trident lovers around the globe!
Examples of Flavors Around the World

**Top Global Flavors**
- Peppermint
- Spearmint
- Tropical
- Watermelon
- Strawberry

**China**
- Sweet Mint, Hyper Mint, Melon, Blueberry
- Two stylish packs: a bottle and a clutch box

**Europe**
- Trident Senses Spearmint
- Trident Senses Mystery
- Trident Splash Vanilla Mint

**Latin America**
- Trident Fresh Herbal
- Trident Fresh Cherry
- Trident Twist Vanilla Peppermint

**North America**
- Trident Layers Green Apple and Pineapple
- Trident Layers Swedish Fish
- Trident Splash Orange Swirl
TRIDENT Advertising

United States

France

Egypt

Greece

Brazil

Russia
History of TRIDENT...

1964
*Trident* Original flavor is available nationally in the U.S. beginning in November. It is the first nationally distributed sugarless gum product, the first patented sugarless gum in the category, and the first product promoted as not causing tooth decay.

1960s
*Trident* is selected as the official chewing gum for the Gemini space flights. *Trident* captures about 40 percent of the sugarless gum markets after its famous campaign: “4 out of 5 dentists surveyed would recommend sugarless gum to their patients who chew gum.”

1970s
*Trident* is the number one sugarless gum in the U.S. and is introduced in Canada, Spain, Switzerland, and the U.K.

1980s
*Trident* gum is introduced in Brazil and Mexico. New advertising claims that “chewing *Trident* after sugary snacks helps fight dental decay” fosters impressive sales.

1990s
*Trident Advantage* is introduced with Recaldent, a proprietary ingredient clinically proven to strengthen teeth.

2001
*Trident White*, a sugarless gum with a unique technology to help whiten teeth, is introduced in the U.S.

2002
*Trident* is sold in 24 markets across the globe, with the U.S. market accounting for about 33 percent of sales.

2004
*Trident’s* 40th birthday! That’s 4.5 billion sticks or 17 million pounds of gum. End to end, it’s enough gum to travel halfway to the moon!

2005
*Trident Splash*, a liquid center-filled pellet gum, is introduced in U.S. and Canada in Peppermint with Vanilla and Strawberry with Lime. It is the first center-filled pellet-type gum in the U.S.

2017 Fact Sheet

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**2017 Fact Sheet**

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**Mondelez International**

The power of big and small.
History of TRIDENT…

2006
Trident sales in Mexico, Caribbean & Central America business units top $100 million. Trident rides along on the Space Shuttle Discovery during the 25th anniversary of the Space Shuttle program.

2008
Trident Xtra Care with Recaldent is introduced.

2009

2010
Trident Origins introduced in Spain and Portugal, made with natural fruit and plant extracts. Trident Layers Cool Mint & Melon Fresco introduced in the U.S.

2011
Trident Vitality is introduced the U.S. in three flavors – Vigorate, Rejuve and Awaken.

2014
Trident introduces the First X-Fresh brand in Turkey.

2015
Trident launches in China, available in Sweet Mint, Hyper Mint, Melon, Blueberry.

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