

# mentos®

**LIMITED EDITION**



Watermelon flavour is growing at +18% in Australia.\*



Consumer research shows high purchase intent & incrementality to existing Mentos range.



Strong appeal among Gen Z & Millennial consumers.



Mentos investing over \$2 million in brand advertising for 2025.



\* IRI, MAT 11/08/24, Total Grocery

Product Description	Pack Weight	Size	Barcode	Inner	Carton
Mentos Watermelon Roll	37.5g	40 x 37.5g	6921211120513	6921211120520	6921211120537

**AVAILABLE FROM FEBRUARY**

**mentos®**  
**YES TO FRESH**