



Novelty flavours gum market

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Wrigley has introduced the Hubba Bubba Glop, a crunchy Hubba Bubba gumball with a liquid center filled with strawberry or cola flavours described as "a liquidy fun bubble gum." With more than 96% brand awareness among children aged 6 to 12, Hubba Bubba is the number one bubble gum brand in Australia. Local research indicated that 97% of kids believed Glop was a good fit with the Hubba Bubba brand, and the product had very strong purchase interest with kids, according to Wrigley. Australian company Hampden Trading has introduced a liquid-filled breath mint, called **Momints**. They will be available from Woolworths stores nationally this month. **Momints** delivers a burst of bold peppermint flavour that instantly freshens breath, according to Hampden.