

JENKKI®



Market

Finland is a gum chewing country. Four out of five Finns chew gum, which makes the consumption level one of the highest in the world. The domestic confectionary market is valued at €650 million, and chewing gums accounts for 10% of the market.

Contrary to several other nations, chewing gum is very popular among all age groups in Finland. Finns appreciate the health-benefits of xylitol, originally launched by Jenkki. Of all chewing gum sold, 98% is sweetened with xylitol.

Jenkki is a clear leader in the chewing gum market with a 60% share. Measured by sales value, Jenkki is the most sold confectionary product in Finland. With an awareness of 99%, virtually all Finns know the brand, and for them the Jenkki brand equals chewing gum.

Achievements

Jenkki introduced xylitol to Finnish consumers and the candy industry. Contributing to the research by Turku University, Jenkki was keen on testing the dental benefits of xylitol, the natural sweetener also known as "birch-sugar". As the results

were positive, Jenkki launched the world's first xylitol-sweetened chewing gum in 1975.

Xylitol Jenkki was a turning point for the Jenkki brand and its manufacturer, Leaf. For the first time, a product from the candy industry could be referred to for its health benefits, which made chewing gum attractive not only for children but for adults as well.

During the 1980s Xylitol Jenkki and its "smart habit" slogan had reached virtually all Finns, which made it a huge commercial success and strengthened Jenkki's position as the number one chewing gum brand.

Jenkki takes pride in popularizing xylitol to an everyday healthy habit. Xylitol Jenkki's indisputable dental benefits were recognized also by the Finnish Dental

Association in 1988. As a result, Xylitol Jenkki was the first product allowed to use the Association's recommendation and approval label.

Followed by Xylitol Jenkki's success, in 1993, Leaf launched XyliFresh, the 100% xylitol gum that showed even greater health-enhancing qualities. For example, studies showed that XyliFresh helps deter ear infections in children when chewed regularly. This made it the forerunner of functional food products in Finland.

History

Jenkki was the first chewing gum to become a big hit in Finland. In the 1950s, when the American pop culture spread among the younger generation, the market was ready for such a trendy product. Launched in 1951, one year before Coca Cola and Donald Duck were introduced to Finland, Jenkki was a Finnish invention developed by Hellas, a candy manufacturer now known as Leaf.

Starting from the late 1950s, Jenkki introduced a number of collectable series with names such as Buffalo Bill Jenkki, Motor Jenkki





and Football Jenkki. During the 1960s Jenkki launched close to 50 products with new flavors and attractions. By then the Jenkki range was sold in all sorts of shapes and sizes. With tens of thousands of various pictures and stickers, the Jenkki collectables were a huge success for decades. The era of Jenkki collectables came to an end in 1993.

The '70s paved the way for more health-conscious products. First Jenkki launched a sugar-free gum and in 1975 the world's first xylitol chewing gum came into the spotlight. The Xylitol Jenkki was a great innovation that contributed to the twist of chewing gum becoming commonly used by all age groups. The xylitol boom that started 30 years ago is still very much alive as all present Jenkki products contain xylitol, and the range continues to grow.

Product

The Jenkki range has many flavors and chewing gums for various purposes. For example, Jenkki Active provides mouth freshness and helps to keep teeth clean. Jenkki Fruit Mix and Mint Mix combine three flavours in one package. Jenkki White keeps teeth natural white. Jenkki Bubble Gum is for playful fun and Jenkki Spearmint, Peppermint and Salmiakki (salted licorice) are classics.



Following closely the changing needs of consumers over the years, Jenkki has developed consumer-friendly packages including small packs to fit into a pocket and bigger economy bags for family use. Today over half of the gums are sold in bags of up to 180g of chewing gum.

Jenkki chewing gums have refreshing and long-lasting taste and they are good for your teeth. In 1987, the Jenkki range became sugar-free and since then all of its chewing gums have been sweetened with xylitol, which helps to prevent plaque build-up and cavities.

Recent Developments

Breath freshening products have become increasingly popular in the last few years. Jenkki has answered the demand by launching two new generation xylitol gums in pocket-sized boxes: Jenkki Active Crystal Mint and Jenkki Active Mint.

The products have xylitol micro crystals that help to clean your teeth and aroma- capsules that act as breath fresheners. With a high percentage of xylitol, Jenkki Active reduces plaque and teeth bacteria.

Jenkki regularly studies consumer demands and behavior in the chewing gum market and develops new products accordingly. One of its most recent novelties is Jenkki Power Gum, which is fresh and strong enough to open your nose.

Promotion

The Jenkki success story is based on a strong and long-term investment in advertising and promotions.

Jenkki has been advertised on television since 1957 and it has always been quick to adopt the latest trends from the world. Jenkki TV commercials have been produced all over the world, for example in the US, India and Australia. They are high-quality, entertaining and fun with stories and slogans that keep people interested in the product. The most important theme in the commercials is "Pure Jenkki Smile".

The world of Jenkki can also be experienced in the brand's own website. Launched in 1997, it is both entertaining and informative in the original Jenkki style.

In packaging the Jenkki text logo and oval "Pure" logo are essential visual symbols.

In the brand colours of red and



white and deep blue the logos are easily recognizable.

Brand Values

Jenkki strives to provide the best chewing gums for the liking of the whole nation. The brand wants to be seen as active, young and trendy, open, fun and surprising.

Jenkki helps to keep your teeth healthy - it is a smart habit. Jenkki makes you smile the "Pure Jenkki Smile".



Hyvät hampaat pelaavat pitkään



THINGS YOU DIDN'T KNOW ABOUT...

Jenkki

- Ancient Maya Indians were the first to chew gum that was rubbery latex from the Sapodilla tree.
- In 1960, Finland was chewing in Hollywood style, when Film star Jenkki presented a series of 198 collectable cards of famous celebrities.
- Saku Koivu, the famous Finnish NHL ice-hockey pro, has been one of the front figures in educating school children about the benefits of xylitol.
- The name Jenkki (Yankee) leads to chewing gums "motherland", the US. The American soldiers introduced chewing gum to Europe during World War Two.

www.jenkki.com