PRESS RELEASE

True Gum brings out the summer vibes with 2 tropical novelties: True Gum Mango and True Mints Peach

A PLASTIC-FREE AND PLANT-BASED TASTE FOR A FRUITY SUMMER

In 2023, the Scandinavian manufacturer True Gum established itself on the Belgian market while revealing that regular chewing gum contains synthetic rubber. Besides making a statement, True Gum now makes us long for those warm and sunny summer days with two tropical novelties: True Gum Mango and True Mints Peach. The exotic mango-flavoured gum and sweet peach pastilles are as always 100% plastic-free, plant-based, and sugar-free. Available from 29 January at Colruyt and from 18 March at Holland & Barret. Later, these indispensable items will also be available at Kami Basics and Hygiena.

TRUE GUM MANGO

Swaying palm trees, white beaches and enticing salsa music... the fruity flavour of the new True Gum Mango takes you all the way to a dreamy tropical holiday. Because with these tasty, juicy and sweet gums in your pocket, the taste of summer is close at hand.

*Suggested retail price: €1.79 for a 21g pack containing about 12 units (note: prices vary by retailer)*

TRUE MINTS PEACH

Is a refreshing iced tea your ultimate go-to drink? Then True Mints Peach might be just the right thing for you. A natural and sugar-free pastille with a sweet touch of peach... ideal for a fruity start to a sunny summer day.

*Suggested retail price: €1.49 for a 13g pack containing about 20 units (note: prices vary by retailer)*

HOW IT BEGAN

In 2018, after years of research, four Danish friends were allowed to shout it out, loud and clear from the rooftops: the long-awaited fair alternative to conventional chewing gum finally was ready. Unlike classic chewing gum, True Gum extracts its gum base from the sap of the Latin American Sapodilla tree, without cutting down the tree, and thus contains no plastic. Furthermore, Danish studies also show that 70% of regular chewing gum contains unwanted chemicals, while True Gum is 100% committed to natural flavours, plant-based ingredients and natural sweeteners. In short, fair and delicious gums that are kind to both body and environment!

THE TRUE FAMILY ALSO INCLUDES

* True Gum - Raspberry & Vanilla
* True Gum - Ginger & Turmerio
* True Gum - Strong Mint
* True Gum - White Peppermint
* True Gum - Liquorice & Eucalyptus
* True Gum – Mint
* True Gum – Lemon
* True Gum – Cinnamon
* True Gum – Blackcurrant
* True Mints - Watermelon
* True Mints - Cherry
* True Mints - Fresh Mint

ABOUT TRUE GUM

True Gum is a Danish start-up from Copenhagen. It’s the first to produce plant-based chewing gum on a large scale, completely free of plastic and synthetics. Moreover, the entire range is also vegan. Founded in 2017 by four friends, the company has as many as 30 dedicated employees by 2023. True Gum and the new mint pastilles, better known as True Mints are currently available in 25 countries, now including Belgium. For more info: [www.truegum.com](http://www.truegum.com) or [www.instagram.com/truegum/](http://www.instagram.com/truegum/).

FOR HIGH-RESOLUTION IMAGES AND MORE INFO

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