



**MUELLER SPORTS MEDICINE, INC.**

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**QUENCH® GUM NOW AVAILABLE IN SUGAR FREE FORMULA**  
*Best-Selling Sports Gum in America Expands Its Product Lineup*

PRAIRIE DU SAC, WI -- Sugar Free Quench® Gum has joined the lineup of America's best selling sports gum.

"With the introduction of Sugar free Quench® Gum along with our 10-stick packs and our traditional lemon, orange and fruit flavor chunk-style gum, we've created a significant product line in the functional candy category," Mark Lutz, National Sales Manager for Quench® Gum says.

Long known as a high-performance sports gum, Quench® Gum's mouthwatering fruit flavors are also popular with kids. Lutz feels that the Quench® Gum reputation in sporting goods, along with the fact that kids love it too, allows the product to be successfully marketed in several aisles of the store. "We're the number-one ranked sports gum in America for three years running," he says. "Now, with Sugar free Quench® we have the product mix that allows us to cross over into the general candy and confection market."

The challenge, according to Lutz, was in the flavor. "Quench Gum is not your ordinary gum," Lutz explains. "We've got a formula that our customers expect. We needed to make sure that we were still delivering the mouthwatering flavor that makes it a favorite of athletes and kids alike. We would not release a sugar free product until we had nailed the formula and maintained the intense flavor that is Quench®"

*Sugar free Quench Gum® is available in 12-piece blister packs in 12 ct. display boxes.*

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