Your guide to the benefits of chewing
Welcome to the Wrigley Expert Report on the benefits of chewing gum. People chew gum for all sorts of reasons, including fresher breath, great taste, and to keep their mouth feeling clean. But increasingly, health professionals and consumers are finding other benefits of chewing gum. Here are some additional benefits which you may not be aware of:

**Oral Hygiene**
- Reduce the risk of tooth decay, strengthen teeth, reduce plaque. After meals, you can’t always use a toothbrush. Chewing gum stimulates the production of saliva, helping to neutralize plaque acids that may lead to tooth decay. The use of sugar-free chewing gum also has been shown to strengthen teeth and reduce development of plaque.
- Relieve a dry mouth and freshen your breath. Chewing gum moisturizes and refreshes the mouth and sweetens the breath. It helps relieve dry mouth symptoms that can occur for many reasons as a side effect from hundreds of prescribed medications.

**Alertness and Concentration**
- Increase your focus, concentration and alertness. Studies show chewing gum boosts blood flow to the brain by about 25 to 40 percent. Recently, there have been reports of school officials in the US giving students chewing gum as they believe the act of chewing may increase alertness, helping their students avoid “zone-outs” during tasks such as studying and test taking.

**Stress**
- Ease your tension. Research has found chewing gum stimulates certain areas of the brain (as measured by an electroencephalograph). While stress is a fact of life, for life’s little tensions, such as commuting, travelling or preparing for an interview, chewing gum may offer some relief. One hypothesis is the act of chewing may help release nervous energy.

**Weight Management**
- Manage your calorie intake. Chewing gum can help cut out some calories and curb cravings for high-calorie snacks. An initial study, by Dr. Marion Hetherington, found chewing gum before snacking can help reduce hunger, diminish cravings for sweets, and decrease snack intake by 36 calories. In a follow-up study with restrained eaters, individuals who restrict their food intake in order to lose weight or maintain a healthy weight, similar results were reported. More work is underway to explore the role of chewing gum in appetite control and weight control.

Chewing gum while cooking to avoid nibbling can help people avoid the “stealth” calories.

**Other benefits**
- Provide ear popping relief. Chewing gum has long been associated with reducing ear discomfort at high altitudes, especially when flying, because it stimulates the production of saliva. That leads to more swallowing which helps equalize the changes in pressure by activating the muscle that opens the tube connecting the back of the nose with the ear.
- Smoking cessation. Just chewing normal sugar free gum may aid those smokers trying to give up by helping to break the habit and preventing relapses.
- Acid Reflux. Chewing gum for up to an hour after eating can help relieve acid reflux as chewing gum stimulates saliva and this helps neutralize acid.

This report provides a brief overview of these benefits and some additional reading should you want to go deeper.

I hope you find the Benefits of Chewing Gum Expert Report helpful.

Yours truly,
Gilbert Leveille, Ph.D
Executive Director
Wrigley Science Institute
When did people start chewing gum?

An ancient pleasure
People have enjoyed chewing gum-like substances from very early times and in many lands. These included thickened resin and the milky juice (latex) from certain kinds of trees. Others were various sweet grasses, leaves, grains, and waxes.

For centuries, the ancient Greeks chewed mastic gum (or mastic, pronounced “mas-tee-ka”). This is the resin obtained from the bark of the mastic tree, a shrub-like tree found mainly in Greece and Turkey. Grecian women, especially, favoured chewing mastic gum to clean their teeth and sweeten their breath.

Native American treat
From the Native Americans of New England, the early colonists learned to chew the gum-like resin that formed on spruce trees when the bark was cut. Lumps of spruce gum were sold in the eastern United States during the early 1800s, making it the first commercial chewing gum in this country. In about 1850, sweetened paraffin wax became popular and eventually exceeded spruce gum in popularity.

Chicle, the modern gum
Modern chewing gum began in the late 1860s when chicle was brought to the United States, but the industry was relatively undeveloped.

Chicle comes from the latex of the sapodilla tree, which grows in the tropical rain forests of Central America. This tree is found mainly in those parts of Mexico, Guatemala and Belize that lie within the Yucatan Peninsula.

Gum made with chicle and similar latexes soon won favour over spruce gum and paraffin gum. It made possible a smooth, springy, satisfying chew that the others lacked, and it held flavours longer and better.

By the early 1900s, with improved methods of manufacturing, packaging, and marketing, modern chewing gum was well on its way to its current popularity.

How did Wrigley’s start?
William Wrigley Jr. came to Chicago from Philadelphia in the spring of 1891. He was 29 years old, had $32 in his pocket and was a talented salesman.

His father was a soap manufacturer, and at the start of his new business in Chicago, Mr. Wrigley sold Wrigley’s Scouring Soap. As an extra incentive to merchants, Mr. Wrigley offered premiums. He knew his customers would be more likely to carry Wrigley’s soap if they received a little “something for nothing.” One of these premiums was baking powder. When baking powder proved to be more popular than soap, he switched to the baking powder business.

Then one day in 1892, Mr. Wrigley got the idea of offering two packages of chewing gum with each can of baking powder. The offer was a big success.

Once again the premium - chewing gum - seemed more promising than the product it was supposed to promote. At that time, there were at least a dozen chewing gum companies in the United States, but the industry was relatively undeveloped.

Mr. Wrigley decided that chewing gum was the product with the potential he had been looking for, so he began marketing it under his own name. His first two brands were Lotta gum and baking powder. The offer was a big success.

In the very early days, William Wrigley Jr. personally did much of the selling to the trade.

He had a gift for selling his “customers’ point of view and accommodating himself to their needs. As the company grew, Mr. Wrigley showed an unusual knack for inspiring enthusiasm in the people who worked with him. Mr. Wrigley was also one of the pioneers in the use of advertising to promote the sale of branded merchandise. He saw that consumer acceptance of Wrigley’s gum could be built faster by telling people about the benefits of the product through newspaper and magazine ads, outdoor posters and other forms of advertising.

Then, as more and more consumers began to ask for and buy Wrigley’s chewing gum, the storekeeper would naturally want to keep a sufficient stock of Wrigley brands on hand. As the company continued to grow, it steadfastly applied this basic principle: “Even in a little thing like a stick of gum, quality is important.”

If you’d like to learn more, or want to discuss the additional benefits of chewing gum, please don’t hesitate to contact:

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 benefits of chewing
Chewing gum, especially after meals, has clinically proven oral care benefits. There is overwhelming published scientific evidence from laboratory studies and clinical trials showing that chewing sugarfree gum has many beneficial qualities.

Today, the benefits of all sugarfree chewing gum, and Wrigley’s Orbit Complete specifically, are recognized by the British Dental Association (BDA - www.bda.org), the British Dental Health Foundation (BDHF - www.dentalhealth.org.uk), the British Dental Hygienists’ Association (BDHA - www.bdha.org.uk) and the World Dental Federation (WDF - www.fdiworldental.org), based on its contribution to good oral healthcare. In addition, in the UK, Wrigley’s Orbit Complete sugarfree chewing gum has received Accreditation from the British Dental Health Foundation which agrees that Wrigley’s Orbit Complete sugarfree chewing gum helps reduce plaque.

Reducing the risk of tooth decay

Tooth decay occurs when essential minerals are dissolved from the tooth enamel by acids produced by the bacteria in plaque. Teeth are at their most vulnerable directly after meals and snacks when plaque acid levels rise dramatically. It can take up to two hours for these acids to be either flushed away or neutralised, during which time teeth are vulnerable to these plaque acids.

However, it is not always convenient to use a toothbrush after every meal and snack. Chewing sugarfree gum can remove these acids within minutes, thus slowing down the process of tooth decay. This is because chewing is a natural mechanism for ridding the mouth of plaque acids, it stimulates saliva production by up to ten-fold and increases oral pH (makes the mouth environment less acidic) which is a key to maintaining and improving oral health.

Saliva has three main protective functions:
1. It dilutes and flushes out food debris, dietary carbohydrates and sugars.
2. It contains a mild alkali (hydrogen carbonate) which neutralises acids in the mouth.
3. It contains minerals such as calcium, phosphate and fluoride – all components of tooth enamel which can help repair early decay and strengthen teeth.

A healthy adult produces around 500 ml of saliva per day, which can be stimulated by any food or drink. However the most effective way of stimulating saliva is by chewing sugarfree gum. Research has proven that when sugarfree gum, such as Orbit Complete, is chewed by healthy people, the flow of saliva increases from a resting value of 0.4-0.5ml/minute to approximately 5-6ml/minute, increasing the production of saliva by up to 10 times the normal rate in the first few minutes of chewing. This increased chewing effort, through frequent consumption of sugarfree chewing gum over a prolonged time period, results in a functional increase in resting salivary flow rate and pH, and a smaller plaque acid response to sucrose consumption.

The role of saliva in tooth decay and gum disease

A healthy mouth depends on the balance between demineralisation - when the tooth’s mineral content is dissolved away - and remineralisation – reformation of tooth mineral. If these systems are disrupted, it can have a detrimental effect on oral health.

Oral Health

Chewing gum can help improve oral health – fighting tooth decay and freshening breath

“Increasing numbers of dental professionals recommend Wrigley’s Orbit Complete sugarfree gum as part of an oral care routine to aid dental hygiene and help prevent tooth decay.”
Tooth decay (dental caries) occurs when so much of the tooth’s essential minerals have been dissolved away that first a lesion and then a hole has formed. It is caused by the presence of acids which are produced by specific types of bacteria on the tooth’s surface. These bacteria form organized colonies referred to as dental plaque. This plaque not only provides a home for oral bacteria but acts as a medium holding the acids they produce against the tooth’s surface.

Gum disease is the inflammation and destruction of the tissue supporting the teeth. One of the main causes is the build-up of mature plaque deposits around the teeth.

A key factor in the development of decay lies in the correct balance of acid demineralisation and remineralisation of the teeth which is in turn dependent on the pH of dental plaque. Caries occur when there is an imbalance between the demineralisation of the enamel surface following acid generation in the plaque and remineralisation produced by the return of mineral ions into enamel from the plaque and saliva.

Studies have shown that salivary stimulation of chewing sugar-free gum can help maintain and refresh the mouth and strengthen the teeth. The findings published by Szoke, Banoczy and Prokin (2001) showed a reduction of nearly 40% in dental caries in a Hungarian population of school children who chewed gum for 20 minutes after meals (see chart). The raising of the pH, as saliva does not only prevent the fall in plaque pH, but also results in an increased remineralising effect as it increases the number of remineralising ions present in the mouth. The raising of the pH, as saliva stimulated by sugarfree chewing gum does, can lead to a decrease in the incidence of cavities. The most solid scientific evidence for the caries reduction effect comes from long-term clinical trials where actual foods not only prevents the fall in plaque pH, but also results in an increased remineralising effect as it increases the number of remineralising ions present in the mouth. The raising of the pH, as saliva stimulated by sugarfree chewing gum does, can lead to a decrease in the incidence of cavities. When so much of the tooth’s essential minerals have been dissolved away when acids accumulate in the plaque and remineralisation produced by the return of mineral ions into enamel from the plaque and saliva.

Dental Caries

**Imbalance between acid demineralisation of teeth and remineralisation of caries lesions**

**Acid demineralisation:**

- The pH of dental plaque falls each time acids accumulate in the plaque due to bacterial acid production following the consumption of fermentable carbohydrates and rises when acids are washed away and neutralized by saliva, which contains the important buffering component, bicarbonate.

**Remineralisation:**

- Remineralisation is the process by which calcium and phosphate ions, found in saliva, start to repair the damaged mineral crystals in the enamel of the teeth.
- The concentrations of ions, which make up the lattice structure of hydroxyapatite (Ca10(PO4)6(OH)2) are higher in “stimulated” saliva than in “unstimulated” saliva.
- Stimulated saliva is a more effective medium for remineralising enamel crystals damaged by initial caries attack.

**Example:**

- More than 400 medicines can cause the salivary glands to make less saliva including those for high blood pressure and depression.
- Treatment for dry mouth involves the use of both saliva substitutes and saliva stimulants. Patients with little or no responsive salivary gland tissue will need saliva substitutes.

- Chewing sugar-free gum can help moisten and refresh the mouth and strengthen the teeth. Studies have shown that chewing gum is one of the most preferred treatments for xerostomia. Chewing sugar-free gum, such as Wrigley’s Complete, increases salivary flow in patients with xerostomia by up to 7 times, providing relief from the symptoms and protection from other clinical complications.

- For further information on the symptoms, diagnosis and treatment of dry mouth, a comprehensive website, Drymouth.info, was developed by the Wm. Wrigley Jr. Company. Increasing numbers of dental professionals recommend Wrigley’s Orbit Complete sugarfree gum as part of oral care routine to aid dental hygiene and help prevent tooth decay.

**“A key ingredient of Wrigley’s sugarfree gum is the presence of several types of polyols, mainly sorbitol and xylitol. Research shows that xylitol prevents harmful bacteria from growing. It also reduces plaque as it can help prevent harmful plaque from building up on teeth.”**

**Where to find additional Information:**


- http://www.betteroralhealth.info/uk-orbit/tooth-staining.html

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Alertness and Concentration

Chewing gum stimulates brain activity and may help improve alertness and concentration.

Research has shown that chewing gum can increase people's ability to retain and recall information. Anecdotally, teachers have in some cases reversed traditional policies against allowing children to chew gum in class and some are now encouraging students to chew gum during tests as a way to increase focus, concentration and alertness.

The act of chewing gum increases blood flow to the brain, and some believe this may help supply additional oxygen to the brain. The most authoritative research into the positive effects of chewing gum on concentration and recall is reported in a joint study by the University of Northumbria in Newcastle and the Cognitive Research Unit in Reading in March 2002.

Lucy Wilkinson, Prof Andrew Scholey and Keith Wesnes found that chewing gum while performing memory tests increased long and short term memory by up to 35 per cent. The experiments involved the participation of 75 adults. One third chewed gum during 20 minutes of memory and attention tests, one third mimicked chewing movements, and the remainder did not chew.

The tests included questions relating to short-term memory such as words and pictures and the so-called working memory, for example the ability to remember a telephone number. The results showed that gum chewers’ scores were 24 per cent higher than the control group on tests involving immediate word recall and 36 per cent higher on tests involving delayed word recall.

Japanese and Chinese researchers have shown that chewing gum increases blood flow to the brain by about 25 to 40 per cent. Using computed tomography (CT) and positron emission tomography (PET) scanning, the Japanese study showed that brain activity in the hippocampus increases while people chew. When chewing was restricted but with jaw movement still allowed, it decreased significantly and when people finished chewing gum the level returned to its original state.

Two experiments conducted examined whether chewing spearmint gum can affect the initial learning or subsequent recall of a word list. Participants in the first experiment chewed gum at both the learning and the recall stages while in the second experiment they only chewed once. Results showed that chewing gum at initial learning was associated with superior recall which continued if they chewed at the recall stages. However, if they switched and only chewed gum once – either at the initial learning stage or the recall stage – it led to poorer performance.

* A computed tomography (CT) scan uses a combination of x-rays and computers to give the radiologist a non-invasive way to see inside your body. Positron Emission Tomography (PET) is a powerful imaging technique that holds great promise in the diagnosis and treatment of many diseases.

References:
In 1939, research by an American psychologist, Dr Harry Levi Hollingworth of Columbia University in New York, found that chewing relaxes people while they are working. In his study, The Psychology of Chewing, Dr Hollingworth showed that chewing reduces muscular tension and helps people feel more at ease. (1)

More recently, research has shown that chewing gum stimulates certain areas of the brain (as measured by electroencephalogram [EEG]. Research has shown that sensory stimulation of taste and smell possess properties that influence brain function during chewing gum - above and beyond the act of chewing itself. (2)

In addition, scientists in Spain discovered neurochemical evidence in rats that suggests chewing eases the effects of stress on the brain. Their findings showed that chewing weakened the release of neurotransmitters such as dopamine in the rat brain during a brief period of stress. (3)

Stress is the body’s reaction to emotional, physical, social or mental stimulus. It occurs daily and can be either acute, the result of a one-time event that comes and goes rapidly, or chronic, when one has to cope with on-going difficult situations. Symptoms include increased adrenaline, heart beat, blood pressure, and cholesterol as well as increased muscle and nerve tension.

The impact of stress is different for all individuals and everyone has their own methods of coping with stress, with stress tolerance and stress management varying between individuals. For many people it is important to learn how to handle stress to be able to adequately manage the ups and downs of daily life.

An act as simple as chewing gum can in some instances help to alleviate some every day stressful situations. It can offer a quick fix for assuaging the build up of pressure on a day to day level.

A panel of psychiatrists and psychologists quoted by historian Robert Hendrickson in The Great American Gum Book suggests three reasons why people chew gum. (4)

1. To relieve feelings of loneliness and boredom
2. Relief from tension by discharging nervous energy
3. To provide a quick, socially acceptable outlet for anger and irritation

The US Armed Forces began supplying chewing gum to its servicemen in World War I in a bid to ease tension as well as keep them alert. It is still included in field and combat rations today.

References:
Weight Management

At 5 to 10 calories per piece, chewing gum can serve as an alternative to a high-calorie snack.

Chewing gum can help reduce snacking. It is generally accepted that people can’t eat whilst chewing gum, and by substituting it for a high-calorie snack, chewing gum can help reduce overall calorie intake.

For example, chewing gum while cooking to avoid nibbling can help people avoid the "stealth" calories that also can undermine efforts to control calories.

As more people become aware of the importance of their health, diet and wellbeing, products low in calories like chewing gum have grown in popularity as an alternative to high-calorie snacks.

A piece of gum is between five and ten calories. In fact, just chewing gum can use about 11 calories an hour.

Researchers at the Mayo Clinic in Rochester, Minnesota discovered that chewing gum raises the metabolic rate by about 20 per cent.(1)

Initial research from the University of Liverpool (2) showed that chewing gum resulted in a slight, but measurable decline in calorie consumption.

Dr. Hetherington and colleagues recruited 60 healthy men and women aged 18 to 40 to test the effects of chewing gum on post lunch appetite and snacking. Participants ranged in size from a very lean body mass index (BMI) of 17 to an obese BMI of 33. In the control conditions, the study participants did not chew gum before eating either a sweet or savoury snack. In the gum conditions, they chewed gum at three separate hourly intervals and then ate the snacks.

The study found that chewing gum cut the amount of calories which would have been gained by snacking by about 36 calories compared with not chewing gum. The researchers also found that afternoon hunger ratings were significantly lower in the chewing-gum condition compared with the no-gum group.

In a follow-up study with restrained eaters, similar results were reported (3). Restrained eaters are individuals who restrict their food intake in order to lose weight or maintain a healthy weight. The effect of chewing gum was to significantly reduce snack intake by 25 calories. Specifically sweet snack intake was reduced by 39 calories, although salty snacks were decreased by 11 calories. In addition, hunger and desire to eat were significantly suppressed by chewing gum at one, two and three hour intervals after lunch. Overall, these two studies demonstrate the potential role of chewing gum in appetite control and weight management.

Research suggests that chewing gum may help curb the desire to eat and lower energy intake from snacks consumed after lunch.

References:

“Research suggests that chewing gum may help curb the desire to eat and lower energy intake from snacks consumed after lunch.”
Ease ear popping
Chewing gum has long been associated with reducing ear discomfort at high altitudes, especially when flying. The discomfort is caused by rapid pressure changes in the cabin as you ascend and descent.

Normally, the pressure in the middle ear is equal to the pressure outside of the ear. The Eustachian tube, a hollow structure of bone and cartilage that connects the middle ear with the rear of the throat, helps to regulate the pressure in the middle ear and equalize air pressure on either side of the eardrum by pulling air in from the nasal passages.

Chewing gum increases your saliva production which in turn increases your swallowing. It is this chewing action that activates the muscles around the Eustachian tube, allowing it to open and regulate pressure.

Relieve acid reflux
Acid reflux is a type of indigestion which occurs when the stomach churns up acid or refluxes it into the oesophagus, causing a burning sensation in the chest or throat. It occurs after eating, usually after a big meal or eating too quickly, and about one third of people experience this type of indigestion every six months.

Chewing gum for up to an hour after eating can help relieve acid reflux as chewing gum stimulates saliva and this helps neutralize acid. (1)

Aid smoking cessation
The benefits of nicotine gum in helping smokers give up their habit are well known. It doubles the chances of quitting compared with willpower alone. But just chewing normal sugarfree gum can also help prevent those trying to give up smoking from relapsing. This is because most smokers develop an oral fixation and get used to having something in their mouths. Chewing gum can fulfill this craving and helps avoid eating sweets or other high calorie snacks which is one of the reasons why some people put on weight when they quit smoking.

References:
Wrigley’s gum brands

Extra
Extra sugar free chewing gum provides long lasting breath freshening. Launched in the UK in 1993, Extra Peppermint was followed by a Spearmint variant (1994), Cool Breeze™ (2001) and Ice™ (2005). Wrigley’s Extra is the No. 1 sugar free confectionary brand in the UK.

Airwaves
Airwaves® sugar free gum delivers a menthol hit for an invigorating kick. Launched in 1997, Airwaves Menthol & Eucalyptus was a huge success with consumers.

Extra Fusion
Extra Fusion sugar free chewing gum is available in delicious blends of tasty fruit flavours that give you a truly fresh taste experience. Launched in August 2007, Extra Fusion Raspberry Blackcurrant, Grapefruit & Orange, Pineapple & Banana flavour are exciting additions to the Wrigley gum range.

Airwaves
Airwaves® sugar free gum delivers a menthol hit for an invigorating kick. Launched in 1997, Airwaves Menthol & Eucalyptus was a huge success with consumers.

The current range also includes Cherry Menthol (2003) and Black Mint (2006).

Orbit
Orbit was originally launched in 1977 and in 2007 was re-launched as new Orbit Complete – a new sugar free gum which contains Xylitol which is proven to reduce the build up of plaque.

Orbit Complete delivers 3 key consumer benefits: convenience, dental care and health. Orbit Complete introduces a new format to the range, a 14 tab envelope pack. Each tab comes individually wrapped and perfectly sized to be used throughout the day to prevent plaque.


In 2008 Orbit Complete launched two new, mouth-watering flavours – Strawberry and Lemon & Lime – offering a fabulously fruity new way to fight plaque.

Spearmin, Doublemint and Juicy Fruit
Wrigley’s Spearmint® Gum was the first brand to be launched in the UK in 1911. Its success was followed by the launch of Doublemint® in 1960. The classic Spearmint flavour has been enjoyed around the world for over 100 years (it was one of Wrigley’s original brands), Doublemint too has been enjoyed by generations of consumers and is available in over 140 countries.

Juicy Fruit® was launched in the UK in 1964 but is actually one of Wrigley’s oldest brands. Its distinct flavour has been enjoyed by consumers worldwide since 1892.

Wrigley Science Institute

The Wrigley Science Institute (WSI) is the first organisation of its kind focused on advancing the research and understanding the benefits of chewing gum. It is headed by Executive Director, Gilbert A. Leveille, PhD, one of the world’s most respected nutrition and food science professionals. Dr Leveille leads an advisory panel of top scientists from around the globe, including researchers from the US, the UK, and China.

By the end of 2007, the Wrigley Science Institute has funded fifteen groundbreaking research studies. This research includes four studies in the US and UK to investigate the potential role of chewing gum in appetite control and weight management; five studies in the UK and Asia to examine the role chewing gum may have in increasing focus and concentration; five studies in the US and UK to assess how chewing gum may help reduce stress and one study in the US to explore the effect of chewing gum on reducing bacterial inflammation in the oral cavity and its potential relationship to disease risk.

Each research study uses state-of-the-art methodology in its respective field and researchers will complete the studies and present findings at major international scientific conferences.

“Chewing gum is a simple act many of us do every day, yet we rarely think about its potential benefits. Not long ago, the same could have been said about drinking water, but today we know how important and beneficial it is to our overall well-being. Chewing gum may be similar and it could help people achieve multiple wellness benefits,” said Dr. Leveille. “It’s wonderful to see Wrigley take the industry lead in this new area and the potential for scientific discovery makes me tremendously excited to be a part of the Wrigley Science Institute.”

For information on the Wrigley Science Institute please contact Alex MacHutchon on 0118 931 7042 or email: Alex.MacHutchon@wrigley.co.uk

About Wrigley UK

The Wrigley Company has a long and proud UK history. Wrigley’s Spearmint gum was first launched in the UK in 1911 and by 1925 business had reached such a level that it was decided to build a Wrigley factory in the UK itself. The first factory was built in Wembley, North London with work starting in 1926 and opening in 1927.

In 1970 the company relocated the factory and UK head office to Plymouth in the South West of England where over 600 people are now employed. The move gave Wrigley employees a quality of life not generally associated with manufacturing, and the opportunity to build a state of the art factory.

Parts of the grounds have even been transformed into a wildlife habitat. The factory’s constant investment in the latest technologies ensures the business’ continuing ability to innovate and maintain its place on the world stage as a globally competitive facility.

But the factory in Plymouth is not just an important centre of manufacturing for The Wrigley Company in the UK. With around 22% of chewing gum produced in Plymouth exported overseas, the UK factory plays a key role in Wrigley’s business development across Europe.