



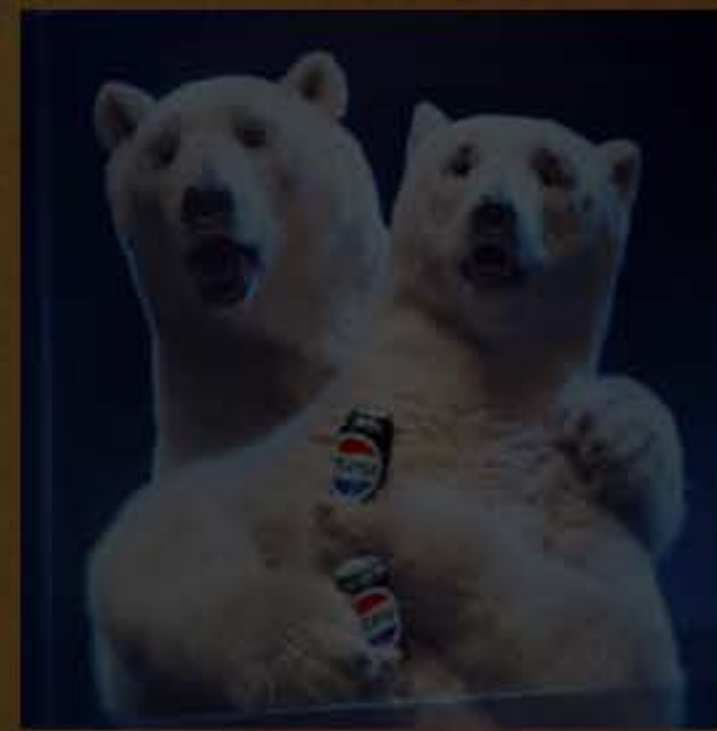
LIMITED EDITION
Twix[®]
Back Hug
❤️❤️





Legendary duos have always stood side by side.
But, after a viral moment at a Coldplay concert, one thing became clear.

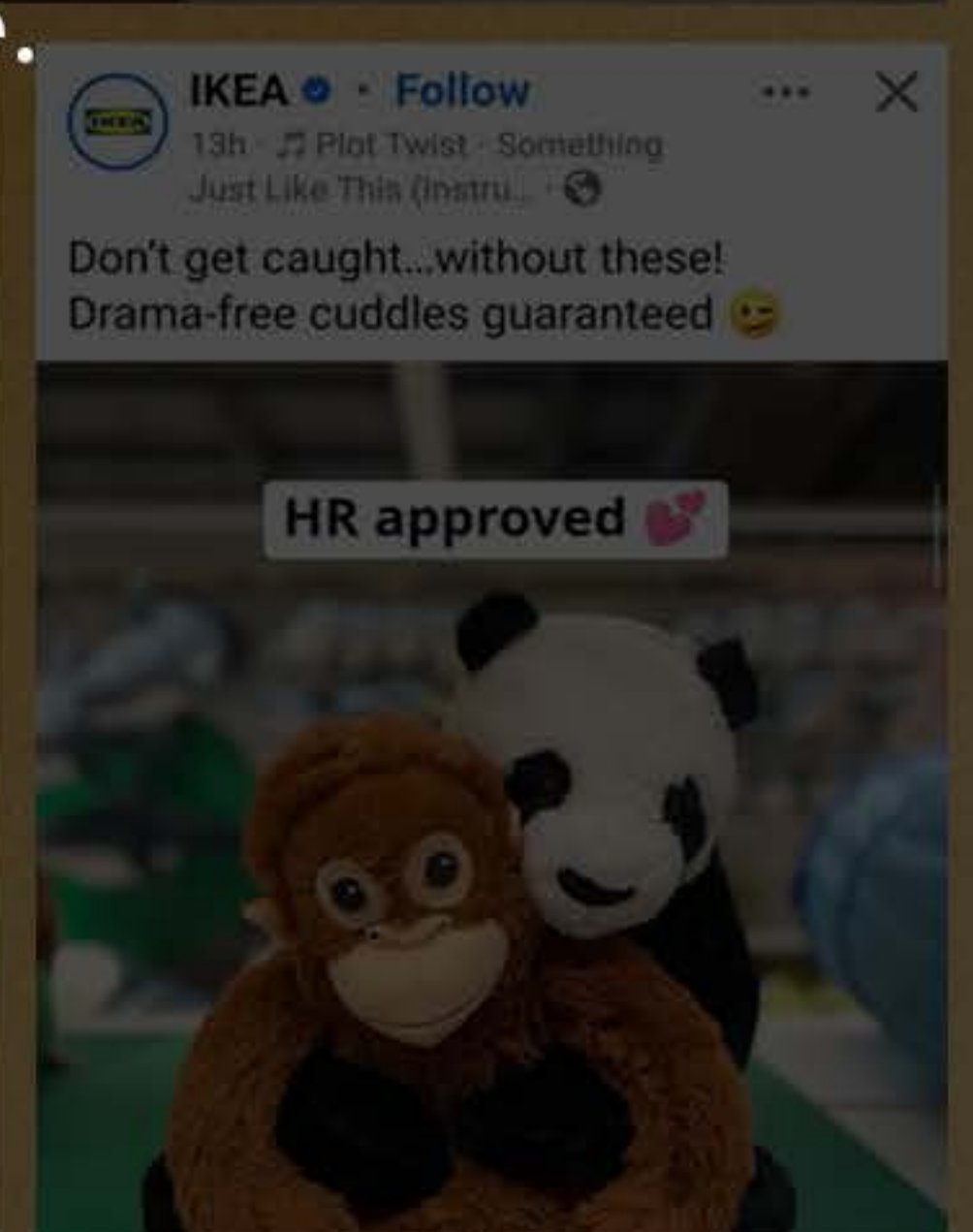




The next iconic duo stands back to back.
As the best chocolate bar duo, we knew it was time for us change.



So, Twix introduces a limited edition: Back Hug Twix.





Instead of left and right,
the two bars are placed back to back.

We launch 'Back Hug Twix' at every stadium
and amplified through Back Hug Cams.
The campaign captures real fan moments
and turns them into shareable content.
Back Hug Twix isn't just a product.
It's a new way of creating pop culture with people.





