



**Mm**  
Marriage  
Material



**Ff**  
Father  
Figure

**For Immediate Release**

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**This Valentine's Day, *Dentyne* Debates the "Elements of Attraction":  
It's All About Chemistry as  
National Survey Reveals What Attracts Canadians**

Strong. Naughty. Trouble. Marriage Material. Stylish. Father Figure. Humorous. Adventurous. Successful. Low Maintenance. Which of these "Elements of Attraction" appeal to you? And how would you describe yourself?

This Valentine's Day, *Dentyne* is exposing what attracts Canadians. "*Dentyne* knows fresh breath can make or break chemistry, but we wanted to find out what other 'Elements of Attraction' spark a romantic reaction," adds Pam Clarkson, Senior Brand Manager, *Dentyne* Canada. "We gave the periodic table a sassy make-over and made some fascinating discoveries."

A national survey conducted on behalf of *Dentyne* reveals that Canadians put funny first, with the largest number of us – 33 per cent – listing "Humorous" as the most essential trait or "Element of Attraction" in someone else. What's interesting is only 12 per cent of Canadians name "Marriage Material" as our top "Element of Attraction", and despite the stereotypes, this response is split almost equally between men (14 per cent) and women (11 per cent). The survey also reveals that Canada is not a naughty nation with only 2 per cent of us listing "Naughty" or "Trouble" as our most essential "Element of Attraction".

**Is There a Low Maintenance Disconnect?**

When asked which trait or "Element of Attraction" Canadians would use to best describe themselves, one-quarter (25 per cent) of us answered "Low Maintenance" – the most popular

response. Interestingly, only 10 per cent of us named “Low Maintenance” as the most essential trait or “Element of Attraction” in someone else. Val Stachurski and Zach Bussey – friends, bloggers and co-hosts of a popular podcast – are heating up the debate around the “Elements of Attraction”. “Low maintenance is nowhere on my radar,” says Val. “Give me strong and successful; then, I’m in my element!” Zach disagrees, “In college, all I dated were women who had more make-up than personality. Each one was hilarious in how bad they were for me! Now, I realize my ideal woman is a combination of three “Elements of Attraction”: low maintenance, humorous, and just a little naughty. That’s the dream woman for our generation.”

#### Action: It’s for the Young and the French

Acting on our feelings is apparently for the young and the French. According to the survey, 43 per cent of those aged 18 to 34 said they take action when they feel an attraction to someone and that number rises to 46 per cent for those who speak French. This is compared to only 31 per cent of all Canadians. Vive le difference!

#### Get Fresh this Valentine’s Day

So how do you get the confidence to take action and seal the deal this Valentine’s Day? “What attracts people is very personal,” adds Ms. Clarkson. “But we know chemistry is all about bringing that spark to life and fresh breath is a must for a great kiss.” Here’s a warning to all... the survey showed bad breath is more likely to kill the chemistry for women (17 per cent) than for men (12 per cent), and more so in British Columbia (20 per cent) than in Quebec (12 per cent).

“Fresh breath is a must! All the elements can be working, but if your date has bad breath it’s a total turn off,” adds Val. “Online dating is increasingly popular, but the moment comes when you need to meet in person,” Zach adds. “Your date may already be very attracted to you, but if you come to the first date with dragon breath, it’s game over.”

### **Join the *Dentyne* Chemistry Debate**

Whatever element attracts you, *Dentyne* is encouraging you to “Make Chemistry” this Valentine’s Day, and is inviting everyone to get in on the *Dentyne* chemistry debate. Just visit the *Dentyne* Canada Facebook site for discussions around the “Elements of Attraction” right up to February 14, 2012.

### **About Kraft Foods**

Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands - *Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia, Tang* and *Trident* - generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business with estimated revenue of \$32 billion and a high-margin North American grocery business with estimated revenue of \$16 billion, based on 2010 financial results, adjusted for divestitures. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be announced. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit [kraftfoodscompany.com](http://kraftfoodscompany.com) and [facebook.com/kraftfoodscorporate](https://facebook.com/kraftfoodscorporate).

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### **About the Survey:**

From January 18th to January 19th 2012, an online survey was conducted among a sample of 1003 Canadians who are Angus Reid Forum panel members. In addition from January 24<sup>th</sup> to January 25<sup>th</sup> a second online survey was conducted among a sample of 1005 Canadians who are Angus Reid Forum panel members. The margin of error for both studies — which measures sampling variability — is +/- 3.09%, 19 times out of 20. The sample was balanced by age, gender and region according to the most recent census data. Discrepancies in or between totals are due to rounding