



GLEE CHEWING GUM

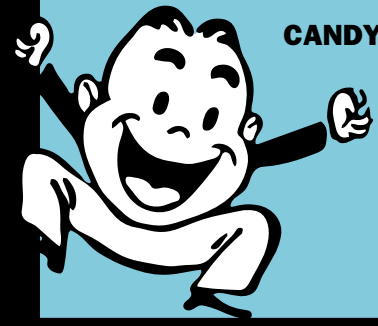
GLEE CANDY MAKING KITS

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FROM TREE TO GLEE

If you look at the ingredients in most chewing gum, you'll discover loads of unpronounceable items. Not Glee Gum. It's all natural. That means no artificial coloring, no artificial flavoring, no preservatives, no aspartame – just great chewing gum that keeps its chewing texture and taste, the way gum should. Glee Chewing Gum is the only gum in the U.S. which contains chicle, the original material from which all chewing gum was once made. The chicle sap is sustainably tapped from Sapodilla trees in the rainforests of Central America, much like maple syrup is here in the States. Though every other gum uses completely synthetic ingredients in its gum base, Glee Gum prides itself on being old-fashioned. Chicle not only forms the unique basis for the gum, it also provides a crucial income source for thousands of forest-dwellers, and an incentive to leave the trees standing. Who knew chewing gum could help the environment? Don't be glum, chew Glee gum!



CANDY MAKING KITS

The Make Your Own Chewing Gum, Make Your Own Chocolate, and Make Your Own Gummies Kits blend simple fun, terrific taste, and hands-on learning for convenient use at home and school. Each kit contains everything needed to produce candy that kids love, and, at the same time, affords an understanding of the origins of the raw materials used to make the final product. For example, the Gummies Kit uses seaweed, which produces carrageenan, as its gelling agent. And kids don't just melt chocolate chips with the Chocolate Kit. They actually start from scratch, with cocoa butter, cocoa powder, and sugar. As for the Chewing Gum Kit – the gum base gets its start as the sap from a Sapodilla tree, of all things! Each kit includes a story about where the ingredients come from, who harvests them, and how. In today's pre-packaged world, it's often hard to know where the things we eat originate, and how they connect us to the global community. These kits make it easy and fun to find out!



THE STICKY HISTORY OF CHEWING GUM

Chewing things just for the fun of chewing is a world-wide phenomenon. The ancient Greeks chomped on the resin of the mastic tree, while Native Americans preferred the resin from spruce trees. 1000 years ago in Central America, Mayans discovered the joys of coagulated chicle sap (if you're thinking of Chiclets now, you're getting ahead of the story!). Here in the U.S. around 1869, a Mexican general met an American inventor and the two inadvertently ignited the chewing gum industry. At the time, General Antonio Lopez de Santa Anna (of "Remember the Alamo" fame) hoped that same chicle the Mayans had chewed could be exported as a rubber substitute. Inventor Thomas Adams found that the chicle didn't work so well for tires, but when boiled and rolled in sugar, it became quite a tasty treat. Folks around the world have been smacking up a storm ever since, without the hassle of searching for tree resins to chew on!



VERVE, INC. - NEVER HEARD OF THEM

The whole story started about 10 years ago, when Deborah Schimberg of Providence, Rhode Island traveled to Guatemala with her family and discovered "the chewing gum trees". Amazed (who knew that gum came from trees?) and intrigued by the possibility of creating a "green" chewing gum made from chicle, she brought back several blocks of the stuff. Her kids loved making experimental batches of gum in the kitchen, and in doing so created what is now the Make Your Own Chewing Gum Kit. From these modest origins emerged a socially and environmentally conscious company, a full line of Make Your Own Candy Kits, and five flavors of all natural Glee Chewing Gum, a category leader. Today's Verve, Inc. is focused on products and ways of doing business which "Connect, Create, and Captivate". Verve, Inc. may still be a small family company, but it has great expectations. Social entrepreneurship can change the world!



WHAT DOES GUM HAVE TO DO WITH SAVING THE RAINFOREST?

The rainforest of southern Mexico and northern Guatemala, where the modern-day descendants of the Mayans live, is the largest rainforest in the Americas after the Amazon. The people living in the forest have few ways of making a living, and cutting the magnificent trees into logs is a tempting option. Years ago, American gum companies like Wrigley flew planes in and out of the forest every day to pick up blocks of chicle formed by chicleros, skilled workers who climb and tap the Sapodilla trees. Because they can be tapped sustainably, these trees provided ongoing income for the chicleros and their families. But when gum companies later turned to synthetic gum bases, the trees began to have more value as lumber. Verve, Inc. chooses to purchase the original, natural chicle for its gum base in order to support the 2200 chicleros who still depend upon it for a living, and in doing so help protect the forest. Don't just chew gum, chew chicle!