

Vegemite Marks 100th Anniversary with Toothpaste Innovation: Introducing Vegemite Toothpaste for a Flavorful Oral Care



Sydney, New South Wales Feb 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - Vegemite, the iconic Australian spread loved by millions around the world, is celebrating its 100th anniversary with a groundbreaking innovation: Vegemite Toothpaste. This new product revolutionizes the way Australians care for their teeth, offering a unique and flavorful alternative to traditional toothpaste options.

Developed by Vegemite's team of experts, Vegemite Toothpaste retains the distinctive flavor and nutritional benefits of the original spread while providing essential oral hygiene. Packed with essential vitamins and minerals, Vegemite Toothpaste ensures not only clean teeth but also a deliciously satisfying brushing experience.

"Vegemite Toothpaste represents our commitment to innovation and meeting the evolving needs of our consumers," said Matt Gray, General Manager of Brand Marketing and Innovation at the Bega Group, which acquired the Vegemite brand in 2017. "With this new product, Australians can now enjoy the unique taste of Vegemite while maintaining their oral health."

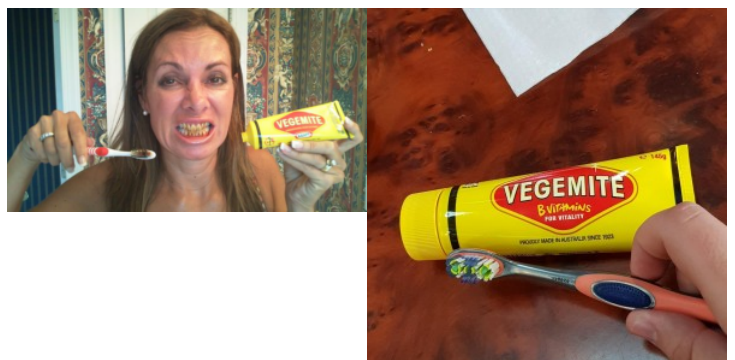
Vegemite Toothpaste comes in a convenient tube packaging, making it easy to use and perfect for on-the-go lifestyles. Whether you're starting your day with a Vegemite toast or simply craving that unmistakable Vegemite flavor, now you can incorporate it into your daily oral care routine.

"We believe Vegemite Toothpaste will resonate with Vegemite enthusiasts and dental hygiene enthusiasts alike," added Gray. "It's an exciting milestone for us as we celebrate a century of Vegemite's legacy and look forward to the next hundred years of innovation."

Vegemite Toothpaste will be available for purchase nationwide starting April 1, 2024, at leading retailers and online stores. Join us in celebrating Vegemite's 100th anniversary by trying this groundbreaking product and experiencing the unique taste sensation for yourself.

For more information about Vegemite Toothpaste and other Vegemite products, visit <https://vegemite.com.au>.

<https://www.youtube.com/watch?v=iTBgMFGBADE>





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