

MARS

chocolate

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COMBOS® Brand – Fact Sheet

COMBOS® Stuffed Snacks are bite-size crackers, pretzels or tortillas jam-packed with deliciousness. COMBOS® Snacks were developed from a patent purchased in the late 1970s. A dedicated group of Mars R&D, Engineering and Manufacturing associates, each with extensive experience in combining great food flavors, helped mold the patent into the COMBOS® Stuffed Snacks enjoyed today.

COMBOS® Brand is a trend-setter, delivering bold and delicious flavors. Consumers can choose from eight varieties, including:

- Cheddar Cheese Pretzel
- Pizzeria Pretzel
- Buffalo Blue Cheese Pretzel
- Cheddar Cheese Cracker
- Pepperoni Pizza Cracker
- 7 Layer Dip Tortilla
- Sweet & Salty Caramel Pretzel
- Sweet & Salty Chocolate Fudge Pretzel

Connect with COMBOS® Brand at www.combos.com, facebook.com/combos and twitter.com/combos.

What's New

- **New packaging for COMBOS® Snacks** will grab consumers in-store, beginning in fall 2017. The simplified design will stand out on-shelf and engage shoppers. The graphics focus on food imagery to drive appetite appeal and purchase, and the use of a white background with color bands will improve findability. Millennials love the new graphics: in consumer testing, purchase intent rose 16 percent, and 11 percent of Millennials surveyed said the packaging design was for "someone like me." (source: COMBOS® PRS Testing 2016 among respondents age <35)



COMBOS® Brand Insights

- COMBOS® Stuffed Snacks are a great on-the-go and mess-free snack. Research shows that 45 percent of consumers want to snack on-the-go, and more than 50 percent of COMBOS® Snacks are eaten away from home, and eaten in the car three times as often as other salty snacks.¹
- Sixty-two percent of consumers seek snacks that are filling, and COMBOS® Stuffed Snacks are a delicious and substantial snack with a crunchy outer shell and a cheesy inner filling.¹
- Millennial consumers prefer bolder, spicier flavors, and consumers want variety to ensure that snacking does not become boring.¹
- The combination of sweet and salty is one of the hottest trends in snacking, and sales continue to climb in both the Salty Snacks and Sweet Snacks categories.²

¹ Symphony IRI Marketpulse Survey, Q4 2012; Euromonitor January 2013 Report: Sweet & Savoury Snacks in US

² Nielsen AOD