

# MARS

chocolate  
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## FACT SHEET

**WHAT'S NEW:** COMBOS® Stuffed Snacks – New Logo & Package Design

**DESCRIPTION:** A bold new logo and packaging for COMBOS® Stuffed Snacks will debut in-store beginning fall 2017.

The graphics focus on food imagery to drive appetite appeal and purchase, and the simplified design as well as 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)

### BRAND/PRODUCT 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.<sup>1</sup>
- 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.<sup>1</sup>
- Millennial consumers prefer bolder, spicier flavors, and consumers want variety to ensure that snacking does not become boring.<sup>1</sup>
- 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.<sup>2</sup>

**AVAILABILITY:** Convenience, Drug, Grocery, Mass, Value, Vend

**DATE AVAILABLE:** Fall 2017

**SUGGESTED RETAIL:** \$2.29 for 6.0 oz. bag

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

<sup>2</sup>Nielsen AOD