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ETHEL M® CHOCOLATES LAUNCHES WHOLESALE PROGRAM, BRINGING PREMIUM, PRESERVATIVE-FREE CHOCOLATES TO RETAILERS NATIONWIDE

Retail Buyers Can Experience New Portfolio at NCA Sweets & Snacks Expo

CHICAGO (May 23, 2017) -- Soon, chocolate fans across the country can experience fresh-crafted, preservative-free Ethel M® Chocolates in their favorite retail stores nationwide, as the premium division of Mars, Incorporated launches a wholesale program. Ethel M® Chocolates creates specialty chocolates in small batches using the finest ingredients, with no preservatives, sourced from sustainable, fair trade farmers and produced using solar power. Previously, Ethel M® Chocolates could be purchased at retailers in the Las Vegas area and online at EthelM.com.

Retailers can customize their offering from an assortment of new specialty items, like the Nostalgia Candy Bar Collection -- featuring Mars Bar and Forever Yours Bar; premium chocolate bars; boxed chocolates; and gifts for holidays, including Christmas, Valentine's Day and Easter. The Ethel M® team will work with retailers -- from grocery to specialty gift shops -- to create unique displays and solutions to attract attention and generate purchases.

“Over the last 12 months, we’ve enhanced our manufacturing plant and redesigned our packaging, so we’re thrilled to introduce Ethel M® Chocolates to retail buyers nationwide,” said Oren Young, general manager of Ethel M® Chocolates. “Our fresh designs and packaging, along with our unique Nostalgia Collection, will attract and intrigue customers in-store, and we’ll win them over with the uncompromising quality and unparalleled taste of Ethel M Chocolates.”

Forrest Mars, Sr. founded Ethel M® Chocolates in 1981 in his mother's honor. Over a century ago, Ethel Mars taught her son how to make gourmet chocolate candy in her Tacoma kitchen, a passion he continued to perfect over many years. In the 1920s, Forrest and his father, Frank Mars, created MILKY WAY® Bar, which led them to establish the world-renowned Mars, Incorporated.

"Today, we use some of Ethel Mars' 100-year-old recipes to deliver an affordable luxury experience that's authentic and delicious for chocolate lovers, especially those who appreciate family tradition," continues Young.

The Ethel M® portfolio includes a wide range of delicacies made with quality ingredients, from its customer-favorite pecan brittle and premium caramels to exquisite truffles, fresh-crafted Satin Crèmes® and signature Crème Liqueurs. Consumers seeking fresh flavors inspired by tradition will enjoy the new Nostalgia Candy Bar Collection. The Mars Bar is made from the original chocolate, nougat and almond recipe from 1931 (SRP \$2.99, 12 per case), and the Forever Yours Bar is crafted from the 1936 recipe, made with chocolate, caramel and vanilla nougat (SRP \$2.99, 15 per case).

Retail buyers can visit the Ethel M® Chocolates exhibit booth #1590 at the Sweets and Snacks Expo, contact wholesale@ethelm.com, call (973) 527-1159, or visit EthelM.com. Ethel M® Chocolates also will exhibit at other 2017 shows, including ECRM.

About Ethel M® Chocolates

Ethel M® Chocolates delivers a gourmet chocolate experience with uncompromising quality, unparalleled taste, and no preservatives. In 1981, Forrest Mars, Sr., created Ethel M® Chocolates as a tribute to his mother, her recipes and chocolate-making teachings. Forrest Mars, Sr., also helped establish world-renowned Mars, Incorporated with his father, Frank C. Mars. At Ethel M Chocolates, the mission is to keep the tradition of Frank and Ethel Mars alive and share their passion for chocolate with the world. Ethel M Chocolates are available in six locations throughout Las Vegas, online at www.EthelM.com and by phone at (800) 438-4356. Ethel M Chocolates are manufactured and sold by the Mars Chocolate North America, part of Mars, Incorporated. Follow us: facebook.com/EthelMChocolates, twitter.com/EthelMChocolate, pinterest.com/echocolates, and instagram.com/ethelmchocolates.

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles - Quality, Responsibility, Mutuality, Efficiency and Freedom - inspire its more than 85,000 Associates to create value for all its partners and deliver growth they are proud of every day. For more information, please visit www.mars.com. Join us on Facebook, Twitter, LinkedIn and YouTube.

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