



800 High Street • Hackettstown, NJ 07840 • (908) 852-1000



**MEDIA CONTACT:**

Stu Haack  
stu.haack@effem.com  
(702) 675-5934

**FACT SHEET**

Inspired by the recipes of Ethel Mars (which date back to 1910), Forrest Mars Sr. created Ethel M® Chocolates in 1981 in his mother’s honor. Ethel M Chocolates produces specialty chocolates in small batches using the finest ingredients, with no preservatives, sourced from sustainable, Fairtrade farmers and produced using solar power.

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.

Using his mother’s timeless recipes, Forrest’s vision of sharing fresh-crafted, small-batch, premium chocolates was born with Ethel M Chocolates. In his factory just outside of Las Vegas in the arid Nevada desert, Forrest went to extraordinary lengths to produce unique chocolates and fillings with uncompromising quality.

At Ethel M Chocolates, you will find deliciously fresh chocolates produced by passionate Mars associates (and family). The gourmet fillings and decadent chocolates are infused with a precise blend of love, art and science, and the result is always something magical.

The gourmet chocolates are available in six retail locations in the Las Vegas area and at [EthelM.com](http://EthelM.com). In addition, consumers can visit the historic chocolate factory in Henderson, Nev., and the adjacent world-famous Ethel M Botanical Cactus Garden.

As a testament to the Mars, Incorporated commitment to sustainability, the Ethel M Chocolates’ facility has achieved “zero waste to landfill,” and a state-of-the-art solar garden provides 100 percent of the electrical energy to the plant during peak operating hours.

**WHAT’S NEW:**

**NEW WHOLESALE DIVISION:**



Now retailers nationwide can offer their shoppers the Ethel M Chocolates gourmet experience! A new wholesale division launched in April 2017, enabling retail buyers to select from a new portfolio of premium items, like the Nostalgia Candy Bar Collection, chocolate bars, boxed chocolates, and gifts for the holiday, including Christmas, Valentine’s Day and Easter. The Ethel M team will work with retailers to customize displays to attract attention and generate purchases.

**NEW PORTFOLIO FOR RETAIL BUYERS:**

**Nostalgia Candy Bar Collection**

- Mars Bar – The original chocolate, nougat and almond recipe from 1931 (SRP \$2.99, 12 per case)

- Forever Yours Bar – The original chocolate, caramel and vanilla nougat recipe from 1936 (SRP \$2.99, 15 per case)



### Premium, Small-Batch Chocolate Bars

- Eight varieties: Milk Chocolate, Caramel Milk Chocolate, Dark Chocolate, Mint Dark Chocolate, Peanut Butter Milk Chocolate, Raspberry Dark Chocolate, Sugar-Free Dark Bar, White Chocolate
- 1.38-ounce bars
- SRP \$2.99, 24 per case

### Year-Round Premium Gifts



- Lemon Satin Crème – The perfect blend of sweet and tart flavors, these delicacies are made using real lemon puree, dairy butter, and cream, all drenched in premium dark chocolate.
- Almond Butter Krisp -- A bite-sized square of five-ingredient brittle, drenched in premium milk chocolate, hand tossed in fresh, unroasted almond pieces for a buttery-nutty flavor not found anywhere else.
- Las Vegas Liqueurs – Each barrel-shaped piece is hand-sprayed using colored cocoa butter and contains a premium, chef-chosen spirit: Milk Chocolate Amaretto, Milk Chocolate Rum, Dark Chocolate Bourbon or Dark Chocolate Irish Cream.
- 16 pieces per box
- SRP \$19.99-\$24.99, 12 per case

### Premium Holiday Gifts



- Peppermint Bark Collectible Tin – A holiday classic, made with no preservatives and the finest chocolate and peppermint. (12 pieces, SRP \$19.99-\$24.99, 12 per case)
- Almond Butter Krisp and Lemon Satin Crème Gifting Collections – These popular flavors, made with fresh ingredients, are ideal gifts for every occasion. (12 pieces, SRP \$17.99-\$19.99, 12 per case)
- Ornament Boxes – Perfect for stocking stuffers, seasonal snacks or treats hung from the tree, these four ornament boxes are filled with premium treats panned in milk and dark chocolate. (SRP \$9.99-\$11.99, 16 per case)

### Valentine's Day 2018 Gifts



- Premium Pink Heart Tin and Whimsical White Heart Tin – These beautiful heart tins feature fresh designs and are filled with 14 premium chocolate pieces, including seasonal and year-round favorites. (SRP \$19.99-\$24.99, 6 per case)
- Smile Collection – This festive four-piece box is filled with customer favorites including Lemon Satin Crème, Almond Butter Krisp, Chewy Caramel and Raspberry Satin Crème. (SRP \$7.99-\$9.99, 12 per case)
- Champagne Truffle Collection – Designed to hang from the neck of a wine or champagne bottle, this collection includes four pieces of the new Milk Chocolate Champagne Truffles. (SRP \$7.99-\$9.99, 12 per case)

### PORTFOLIO:

The Ethel M portfolio includes a wide range of delicacies, from its customer-favorite pecan brittle and premium caramels to exquisite truffles, fresh-crafted Satin Crèmes® and signature Crème Liqueurs.

Those seeking to add a personal touch can create a custom box of chocolates by selecting individual chocolates from the Ethel M collection and choosing a stylish box and ribbon.

Ethel M Chocolates are best enjoyed within 2-4 weeks after purchase and have a distinct smooth texture and taste.

**BRAND INSIGHTS:**

- Premium Chocolate has experienced a 56 percent sales growth in the U.S. since 2013. (*National Confectioners Association 2016*)
- 85 percent of consumers gift chocolate or candy during the Christmas season. (*Christmas Beacon Report 2013*)
- During the holiday season, 60 percent of shoppers use candy as a main, add-on or hostess gifts. (*National Confectioners Association 2016*)
- Super Premium chocolate gifting is growing at 8%, surpassing Premium and challenging Mass. (*Nielsen, 2016*)