

MARS

chocolate
north america

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



MEDIA CONTACT:

Ampy Vasquez
(973) 691-3536

M&M'S® Brand – Fact Sheet

M&M'S® Brand Chocolate Candies have been one of the most famous chocolate treats in the world since 1941. The bite-sized pieces of chocolate in a colorful candy shell are instantly recognizable all over the globe.

M&M'S® Milk Chocolate Candies were first manufactured when Forrest E. Mars, Sr. formed the company in Newark, New Jersey. His original idea was to offer chocolates with a sugar shell that could be sold throughout the year and that wouldn't melt during the summer. In 1948, the packaging changed from a tube form to the characteristic brown pouch that we know today. In fact, the “M” was not printed on the lentil until 1954. In 1960, M&M'S® Brand added three new colors—red, green and yellow—to the original brown color.

Today, M&M'S® Brand Candies are available in a variety of formats and flavors. There are several varieties of M&M'S® Brand Candies: M&M'S® Chocolate Bar, ice cream, cookies, and seasonal candies for Valentine's Day, Easter, Halloween and Christmas. Different flavor offerings include:

- NEW** M&M'S® Brand Caramel Chocolate Candies
- NEW** M&M'S® Brand White Chocolate Candies
- NEW** M&M'S® Brand Strawberry Nut (limited edition)
- NEW** M&M'S® Brand Coffee Nut Chocolate Candies
- M&M'S® Brand Milk Chocolate Candies
- M&M'S® Brand Peanut Milk Chocolate Candies
- M&M'S® Brand Chocolate Bar
- M&M'S® Brand Dark Chocolate Candies
- M&M'S® Brand Peanut Dark Chocolate Candies
- M&M'S® Brand Almond Chocolate Candies
- M&M'S® Brand MINIS Milk Chocolate Candies
- M&M'S® Brand Mint Dark Chocolate Candies
- M&M'S® Brand Peanut Butter Chocolate Candies
- M&M'S® Brand Pretzel Chocolate Candies
- M&M'S® Brand Mega Milk Chocolate Candies
- M&M'S® Brand Mega Peanut Chocolate Candies
- M&M'S® Brand Crispy Chocolate Candies

M&M'S® Brand Semi-Sweet Chocolate Baking Bits
M&M'S® Brand MINIS Milk Chocolate Baking Bits

Connect with M&M'S® Brand

- [facebook.com/mms](https://www.facebook.com/mms)
- twitter.com/mmsbrown
- twitter.com/mmsgreen
- [instagram.com/mmschocolate](https://www.instagram.com/mmschocolate)
- [pinterest.com/mmschocolate](https://www.pinterest.com/mmschocolate)
- [betterwithmms.tumblr.com](https://www.betterwithmms.tumblr.com)

M&M'S® Brand Insights

- M&M'S® Brand has the highest household penetration and the highest rate of loyalty among chocolate brands in the U.S. ¹
- As the largest confectionery brand in the world, M&M'S® Brand is the #1 brand consumers love.²

What's New:

- **M&M'S® Caramel Chocolate Candies** is the biggest launch in M&M'S® Brand history. This innovative treat features a creamy caramel center covered in delicious milk chocolate, enclosed in a colorful candy shell. This new item will appeal to all age groups as nostalgic and comforting, as caramel is both traditional and trendy. (May 2017, \$1.09-\$1.39 for 1.41-ounce Singles, \$1.69-\$1.99 for 2.83-ounce Share Size, \$2.99-\$3.99 for 9.9-ounce Sharing Size SUP)
- **M&M'S® White Chocolate Candies** is a delicious new, year-round offering that features creamy white chocolate enclosed in a colorful candy shell. (May 2017, \$1.09-\$1.39 for 1.50-ounce Singles)
- **M&M'S® Strawberry Nut** is part of M&M'S® Get Nutty program, where consumers are encouraged to take a selfie with their favorite M&M'S® Brand flavor and submit on social channels with the #GetNuttyWithM hashtag for a chance to win prizes. This limited-edition treat features a crunchy peanut covered in strawberry-flavored milk chocolate, enclosed in a colorful candy shell. (March 2017, \$1.69-\$1.99 for 3.27 oz. Share Size, \$4.69-\$4.99 for 18.4 oz. Family Size SUP)

¹Nielsen Household Panel Data – full year 2014

²Euromonitor, full year 2013