

MARS

chocolate
north america

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FACT SHEET

WHAT'S NEW: *The biggest launch in M&M'S® Brand History:*
M&M'S® Caramel Chocolate Candies

DESCRIPTION: The M&M'S® Brand is introducing something new inside -- M&M'S® Caramel Chocolate Candies.



M&M'S® Caramel features a delectable combination of rich, milk chocolate with a smooth caramel center – and is coated in the world-famous colorful candy shell.

M&M'S® Caramel Chocolate Candies will join Peanut, Milk Chocolate & Peanut Butter as the largest four variants within M&M'S® Brand. Caramel is the 4th largest flavor partition within chocolate, and the only one that M&M'S® Brand has yet to enter. M&M'S® Caramel will become a permanent item and is a long term strategic addition to the M&M'S® Brand portfolio.

M&M'S® Caramel will source volume from the caramel trend in food and will drive total category incrementality by bringing a new reason to shop chocolate.

A major consumer marketing campaign will support the launch, including television, radio and print ads; public relations, digital/social; e-coupons; sampling; and in-store displays.

BRAND/PRODUCT INSIGHTS:

- When consumers indulge, they seek a multi-texture experience that M&M'S® Caramel Chocolate Candies deliver.¹
- Caramel is the FASTEST GROWING flavor segment in food, growing 15% in 2015.²
- The purchase intent scores for M&M'S® Caramel were outstanding³ – the highest of any M&M'S® Brand variant ever!
- Caramel is a \$2.2B flavor segment within confectionery.⁴

KOSHER CERTIFIED?

Yes

DATE AVAILABLE:May 2017: M&M'S® Caramel 2.83 oz. and 9.6 oz. available
June 2017: M&M'S® Caramel 1.41 oz.**AVAILABILITY:**

Club, Convenience Store, Drug, Grocery, Mass, Value, Vend

SUGGESTED RETAIL

\$1.09-\$1.39, 1.41 oz. Singles

PRICE:

\$1.69-\$1.99, 2.83 oz. Share Size

\$2.99-\$3.99, 9.6 oz. Sharing Size Stand Up Pouch

**SHIPPING/DISPLAY
INFORMATION:****M&M'S® Caramel Chocolate Candies Singles**

ZREP #: 328993 1.41 oz., 24 Ct., 12/CA

M&M'S® Caramel Chocolate Candies Share Size

ZREP #: 328996, 2.83 oz., 24 Ct., 6 /CA

M&M'S® Caramel Chocolate Candies Sharing Size Stand Up Pouch

ZREP #: 328999, 9.6 oz., 8 Ct.

Displays:

- Singles Skinny Tower, 120 ct.
- Singles Miniwing, 180 ct.
- Singles Powerwing Floor Stand, 192 ct.
- Singles Counter Unit, 72 ct.
- Share Size Counter Unit, 48 ct.
- Share Size Ready to Assemble, 192 ct.
- Sharing Size Stand Up Pouch DRC, 18 ct.
- Sharing Size Stand Up Pouch Quarter Pallet, 288 ct.

¹ Mintel 2015 Indulgence Research

² Nielsen Flavor Work TDP L52 1/23/16

³ Bases II Testing (2015)

⁴ Nielsen Full Year 2014 L52 Non Chocolate Confections