

MARS

chocolate
north america

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

MEDIA CONTACT:

Ampy Vasquez
(973) 691-3536



FACT SHEET

WHAT'S NEW: M&M'S® Brand Ice Cream Bars

DESCRIPTION: The #1 global confectionery brand introduces a new ice cream treat: new M&M'S® Brand Ice Cream Bars. Each individually wrapped bar features chopped M&M'S® Milk Chocolate Candies inside reduced fat vanilla ice cream, all smothered in creamy milk chocolate.

This new item builds on the excitement around the M&M'S® Brand Cookie Sandwich, which is outpacing the category, growing 31 percent.¹

The frozen novelty Bar format is growing more than two times the category.² Part of this increase may be that parents' preferred frozen novelty format is a Bar, since it's clean and convenient for families.³

DATE AVAILABLE: December 2016

AVAILABILITY: Drug, Grocery, Mass, Convenience

SUGGESTED RETAIL PRICE: \$1.79 for a 2.64-ounce single
\$3.99 for a box of six 1.63-ounce bars



¹ Nielsen Latest 52 weeks ending 5/21/1

² Nielsen L52 W/E 4/23/16

³ M&M'S® Bar Consumer Testing November 2014

®/™ trademarks ©Mars, Incorporated 2016