

# MARS

chocolate  
north america

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## FACT SHEET

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

**DESCRIPTION:** Mars Chocolate 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 over 10 percent.<sup>1</sup>

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

**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



<sup>1</sup> Nielsen Latest 52 weeks ending 3/25/2017

<sup>2</sup> Nielsen L52 W/E 4/23/16

<sup>3</sup> M&M'S® Bar Consumer Testing November 2014

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