

# MARS

chocolate  
north america

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## FACT SHEET

**WHAT'S NEW:** M&M'S® Strawberry Nut Chocolate Candies (*Limited Edition*)

**DESCRIPTION:** 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 delicious treat features a crunchy peanut covered in strawberry-flavored milk chocolate enclosed in a colorful candy shell.

**BRAND/PRODUCT  
INSIGHTS:**

- Celebrating the anniversary of the highly successful Flavor Vote promotion, this program engages Millennials and drives penetration with this key consumer segment.
- Within the Chocolate Category, dollar sales of Strawberry variants have increased 16% since 2012<sup>1</sup>

**KOSHER CERTIFIED?** Yes

**DATE AVAILABLE:** March 2017

**AVAILABILITY:** Convenience Store, Drug, Grocery, Mass

**SUGGESTED RETAIL  
PRICE:** \$1.69-\$1.99, 3.27 oz. Share Size  
\$4.69-\$4.99 for 18.4 oz. Family Size SUP

**SHIPPING/DISPLAY  
INFORMATION:** M&M'S® Strawberry Nut Chocolate Candies Share Size  
ZREP #: 356236, 3.27 oz., 24 Ct., 6/CA

M&M'S® Strawberry Nut Chocolate Candies Family Size  
ZREP #: 356239, 18.4 oz., 24 Ct., 6/CA

<sup>1</sup> Nielsen AOD 2012-2015