

# MARS

chocolate  
north america

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### FACT SHEET

**WHAT'S NEW:** M&M'S® White Chocolate Candies

**DESCRIPTION:** M&M'S® White Chocolate is a delicious new, year-round offering that features creamy white chocolate enclosed in a colorful candy shell.

M&M'S® White Chocolate will hit shelves at select food, mass, convenience and drug stores nationwide starting in May 2017 in Singles packs that feature the brand's iconic colorful candy shells.

Fans of the brand will now be able to enjoy M&M'S® White Chocolate year-round; previously, the flavor was a seasonal offering sold at retailers nationwide.

#### BRAND/PRODUCT INSIGHTS:

- White Chocolate is a growing segment with a 5-year CAGR of 12%.<sup>1</sup>
- White Chocolate indexes at 140 with Hispanics<sup>1</sup> and the Hispanic population is growing 3% annually.<sup>2</sup>

**KOSHER CERTIFIED?** Yes

**DATE AVAILABLE:** May 2017

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

**SUGGESTED RETAIL  
PRICE:** \$1.09-\$1.39, 1.50 oz. Single

**SHIPPING/DISPLAY  
INFORMATION:** M&M'S® White Chocolate Candies Singles  
ZREP #: 363247, 1.50 oz., 24 Ct., 12/case

<sup>1</sup>TWIX® White Global Playbook 2015, Nielsen

<sup>2</sup>Fox News