

MARS

chocolate

north america

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MALTESERS® Brand – Fact Sheet

As the #1 bite-sized brand in the U.K.¹, this treat features light, crispy, airy centers, dipped in smooth, chocolatey deliciousness. Consumers enjoy this snack for its playful crunch with a slow chocolatey melt.

History

- 1936: MALTESERS® premiered in Slough, England, just one year after founder Forrest Mars introduced the incredibly successful Mars bar. First launched in a box format, MALTESERS® were an immediate hit and quickly became a favorite in the U.K.
- 1941: The production line for MALTESERS® was temporarily stopped during World War II, and the brand returned in 1951.
- 1959: The first MALTESERS® TV ad aired, focusing on the lightness of the product compared to other traditional chocolates.
- Throughout the '60s, '70s, '80s and '90s, MALTESERS® built a strong message of fun moments with a light, chocolatey taste. More pack formats from single bag to FUN SIZE® packs launched, with the pouch arriving in 2005.
- 2012: MALTESERS® celebrated its 75th anniversary in the UK market, looking back over a very successful past and celebrating its status as the number 1 bitesize brand in the U.K.
- 2015: Theater goes in the U.S. enjoyed MALTESERS® starting in Q4 2016.
- 2017: Retailers across the U.S. began offering MALTESERS® in five different sizes, ranging from 1.3-ounce singles to a 31.0-ounce party tub.

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¹ Nielsen data, 2016.