

MARS

chocolate
north america

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FACT SHEET

WHAT'S NEW: MALTESERS® Chocolatey Bite Size Candies

DESCRIPTION:



Now U.S. consumers can enjoy a worldwide chocolate favorite: MALTESERS® Candies! As the #1 bite-sized chocolate brand in the U.K., this treat features a crispy, airy center, wrapped in a smooth, mouth-watering, chocolatey covering. Consumers will enjoy this snack for its playful crunch with a slow chocolatey melt.

Theater goers in the U.S. have enjoyed MALTESERS® since September 2016, and now retailers across the country will offer it in five different sizes, ranging from 1.3-ounce singles to a 31.0-ounce party tub.

Marketing support for the MALTESERS® launch will include: digital/social, e-coupons, sampling and in-store displays.

BRAND/PRODUCT INSIGHTS:

MALTESERS® premiered in Slough, England in 1936, just one year after founder Forrest Mars had launched 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. The production line for MALTESERS® was temporarily stopped in 1941 during World War II, and the brand returned in 1951.

KOSHER CERTIFIED?

Yes

DATE AVAILABLE:

January 2017

AVAILABILITY:

Convenience Store, Drug, Grocery, Mass, Value

SUGGESTED RETAIL PRICE:

\$1.09-\$1.39 for 1.3-ounce Singles
\$1.00 - \$1.70 for 3.0-ounce Theater Box
\$1.80 - \$2.40 for 3.52-ounce Peg Bag
\$4.99 - \$5.99 for 14.5-ounce Tub
\$9.48 - \$9.99 for 31.0-ounce Tub

**SHIPPING/DISPLAY
INFORMATION:**

MALTESERS® Candies Singles

ZREP #: 332299, 1.3-ounce, 18 Ct., 9/CA

MALTESERS® Candies Theater Box

ZREP #: 332307, 3.0-ounce, 12/CA

MALTESERS® Candies Tub

ZREP #: 357508, 14.5-ounce, 12/CA

MALTESERS® Candies Club Tub

ZREP #: 357878, 31.0-ounce, 252/Pallet

MALTESERS® Peg Bag

ZREP#: 324840, 3.52-ounce, 12/CA

Displays:

- Singles Floorstand, 84 ct. ZREP # 354953
- Singles Counter Unit, 52 ct. ZREP # 349695
- Singles Mini Wing 144 ct. ZREP # 354193
- Singles Skinny Tower 96 ct. ZREP # 354205