

MARS
chocolate
north america

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FACT SHEET

WHAT'S NEW: MALTESERS® Now Available in the U.S.

DESCRIPTION: Now U.S. consumers can enjoy this worldwide chocolatey bite-sized favorite! As the #1 bite-sized brand in the U.K.ⁱⁱ, MALTESERS® feature light, crispy, airy centers, dipped in smooth, chocolatey deliciousness.



Theater goers in the U.S. have enjoyed MALTESERS® since 2015, 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® first premiered in England more than 80 years ago and today is the U.K.'s favorite candy.ⁱⁱⁱ After many requests for MALTESERS® from fans in the U.S. who have tried it abroad, Mars Chocolate is thrilled to finally bring the product along with the brand's playful personality to a whole new set of fans stateside as a long-term addition to the portfolio.

KOSHER CERTIFIED? Yes

DATE AVAILABLE: Spring 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

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¹ Nielsen data, 2016.

² Poll of 8,000 mobile users conducted by Just A Score, 2015