

MARS

chocolate

north america

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Christmas 2016

Mars Chocolate North America is plugged into the Christmas season with a festive lineup of innovative new items and returning favorites. Mars' iconic brands -- M&M'S®, SNICKERS®, TWIX®, MILKY WAY®, DOVE® and 3 MUSKETEERS® -- make the season merry and bright for a variety of usage occasions including decorating, snacking, gifting, stuffing stockings, baking and more.

Seasonal Trends

- In 2015, consumers spent \$1 billion on chocolate candy during the Christmas season.¹
- In 2014, 90% of consumers participated in the season, and on average, those purchasing Christmas chocolate bought more than four packages of chocolate candy and spent more than \$23.²
- More consumers purchase chocolate candy for Christmas than for any other holiday.²
- Chocolate plays a critical role in all key usage occasions: Decorating & Snacking, Baking, Gifting & Stocking Stuffers and Impulse Buys.²
- Thirty-nine percent of consumers who celebrate Christmas stuff stockings, and 81% include chocolate candy.²
- Eighty-six percent of consumers who participated in Christmas gave a gift to someone.²
- Decorating and snacking is one of the largest holiday chocolate segments, accounting for 47% of holiday chocolate sales.³
- Of consumers who purchased chocolate for the season, the most popular reason (61%) was to fill their candy bowl at home.²
- Sixty-five percent of consumers bake at Christmas, with nearly 40% using chocolate candies in their recipes.²
- Shoppers start baking 2-3 weeks prior to the season, so retailers should coordinate their displays during these peak weeks.²

- M&M'S® Brand remains the top-selling brand for the Christmas Chocolate category and is the #1 purchased item for stockings, candy bowls and gifting.²
- DOVE® Chocolate was the fastest growing brand at Christmas in 2015.¹

Displays and Graphics

Mars lights up the candy aisle this Christmas with festive graphics, optimized product mixes and brightly colored displays. Research shows that quality merchandising displays catch shoppers' attention to increase sales through early purchases and impulse buys. To drive holiday sales, retailers should begin setting Christmas displays eight weeks in advance of the holiday.

Marketing

To ensure a merry holiday for consumers and glowing sales for retailers, Mars will unwrap a multi-media, multi-brand marketing campaign. Highlights include holiday-themed television commercials, national print advertising, digital ads, high-value FSIs, colorful POP displays with the fun-loving M&M'S® Characters and social media.

NEW ITEMS

Item: SNICKERS® Brand & MILKY WAY® Brand Bites Mixed Ornament Pouch

ZREP #: 332684

Description: Deck the halls and trim the tree with new mixed ornament pouches filled with delicious SNICKERS® and MILKY WAY® Bites. Showing off a decorative shape of the season, these new items will spread good tidings as a gift or stocking stuffer.



SRP: \$.99

Package/Weight: 1.5 ounce

Shipping: 24 Ct. Case, 2-12 Ct. Trays

Item: TWIX® Brand Minis Cane for the Holidays

ZREP #: 326947

Description: The popularity of Mars' Christmas chocolate canes and TWIX® Brand come together in the new TWIX® Brand Minis Cane for the Holidays. Sales of chocolate canes increased 21.7 percent in 2015¹. This new item, perfect as a stocking stuffer or small gift, offers consumers variety at a key price point.



SRP: \$1.99

Package/Weight: 2.5 ounce

Shipping: 24 Ct. Case, 2-12 Ct. Trays

Item: DOVE® Brand PROMISES® Silky Smooth Milk Chocolate Large Gift

ZREP #: 322764

Description: The best things don't always come in small packages. Satisfy the chocolate lovers on your holiday gift list with new DOVE® Brand PROMISES® Silky Smooth Milk Chocolate Large Gift. This festive new item spreads the joy of the season offering 12 ounces of



delicious DOVE® Chocolate foil wrapped in DOVE® Brand's new gift format and design.

SRP: \$9.99
Package/Weight: 12 ounce
Shipping: 12 Ct. Case, 2-6 Ct. Trays

Item: **MINIS MIX Chocolates for the Holidays Stand-up Pouch**
ZREP #: 328102
Description: No reindeer games in this new pouch – just a delicious mix of Mars popular brands in the new MINIS MIX Chocolates for the Holidays Stand-up Pouch brimming with SNICKERS®, TWIX®, MILKY WAY® and 3 MUSKETEERS® brands. Decked out with seasonal graphics and a commanding image of one of Santa's trusty reindeer, this new item wraps up variety and value for snacking, decorating and filling candy bowls.



SRP: \$9.99
Package/Weight: 37.26 ounce
Shipping: 12 Ct. Case

Item: **M&M'S® Brand Crispy Chocolate Candies for the Holidays**
ZREP #: 320229
Description: As the #1 brand purchased for candy bowls, stocking stuffers and gifts², M&M'S® Brand adds colorful fun to the holiday season. M&M'S® Crispy was the top new Chocolate product launch in 2015 and joins the brand's popular line-up in a festive medium bag format for the 2016 season. With a unique flavor/texture combination, M&M'S® Crispy Chocolate Candies feature a crispy center covered in milk chocolate and draped in a crunchy candy shell.



SRP: \$3.49
Package/Weight: 9.9 ounce
Shipping: 12 Ct. Case

Item: **DOVE® Brand PROMISES® Silky Smooth Chocolate Assortment Gifts SUP**
ZREP #: 328051
Description: DOVE® Chocolate was one of the fastest-growing brands in 2015¹, and the brand keeps on giving with an array of new products for the holiday season. With a new holiday "gift" design and format, DOVE® introduces DOVE® Brand PROMISES® Silky Smooth Chocolate Assortment Gifts Stand-up Pouch. This large bag format boasts a foil-wrapped assortment of DOVE® Milk Chocolate, Dark Chocolate and Dark Chocolate Peppermint Bark varieties to make the most of consumers' snacking and decorating occasions.



SRP: \$9.99
Package/Weight: 24 ounce
Shipping: 12 Ct. Case

Item: M&M'S® Brand Milk Chocolate Candies for the Holidays Bottle
ZREP #: 326931
Description: Celebrating the season is fun and colorful with the new M&M'S® Brand Milk Chocolate Candies for the Holidays Bottle featuring the iconic M&M'S® Red Character on a seasonal red and green bottle. M&M'S® Brand is the most-purchased chocolate brand for stocking stuffers, candy bowls and gifting².
SRP: \$3.49
Package/Weight: 3.5 ounce



1. Nielsen 2015 Christmas Diagnostic Review 8 w/e 12/26/15.
2. Beacon 2 Christmas Season 2014.
3. Nielsen Christmas 2015 Total US 8 W/E 12/26/15.

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