

MARS

chocolate

north america

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Christmas 2017

Mars Chocolate North America delivers good tidings of chocolate this Christmas with a jolly and delicious array of innovative new items and returning seasonal favorites. From decorating, snacking and gifting to stuffing stockings, baking and more, consumers will unwrap Mars iconic brands -- M&M'S®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, 3 MUSKETEERS®, MALTESERS and CELEBRATIONS® – to brighten their holiday traditions.

Seasonal Trends

- Confectionery sales totaled \$1.2 billion during Christmas 2016.¹
- Christmas has the highest chocolate purchase incidence of any season.²
- Nine out of 10 consumers celebrate Christmas.³
- Consumers look for key seasonal attributes when purchasing candy: quality (89 percent), taste preference (83 percent), value (80 percent), brand (79 percent), price per package (77 percent), recipient of candy (77 percent) and package size/number of pieces (72 percent).⁴
- During Christmas, chocolate plays a key role in holiday traditions with 69 percent of consumers participating in Making & Baking, 87 percent participation in Giving & Gatherings, 65 percent participation in Sharing & Decorating and 53 percent participation in Stockings & Novelty.^{3, 4}
- 85 percent of consumers gift chocolate or candy during the Christmas season.²
- 60 percent of shoppers use candy as a main, add-on or hostess gifts, and 64 percent of candy shoppers spend \$3-\$12 on average on candy as a main gift.³
- 58 percent of consumers hang stockings;⁴ 77 percent include candy in Christmas stockings.³
- Mars Chocolate gives the gift of power brands during Christmas:
 - CELEBRATIONS® is the fastest-growing gifting brand in the category (+118 percent).¹
 - M&M'S® boasts two of the top five performing items in the category (Milk Chocolate and Peanut Medium Laydown Bags).¹
 - DOVE® Chocolate is the fastest-growing brand in the Sharing & Decorating segment.¹

- M&M'S® Brand has the highest purchase incidence among Christmas season chocolate buyers, is the most purchased brand to fill stockings and candy bowls and is the #1 candy used for baking.²
- DOVE® Chocolate is the #1 pure dark chocolate brand in the U.S., and consumers rank DOVE® Chocolate #1 in quality.

Displays and Graphics

When “blitzen” down the candy aisle, consumers will stop in their tracks when they catch a glimpse of new seasonal packaging from Mars Chocolate, including refreshed graphics and bold designs on products, displays and pallets. M&M'S® Brand flaunts refreshed graphics and bold, simple designs for its medium and large laydown bags and extra-large stand-up pouches. DOVE® Chocolate delivers new seasonal packaging across its entire portfolio with traditional colors and packaging that highlight the festive, season-themed products inside. Additionally, Filled Bar Miniatures capture the spirit of the season with new festive packaging graphics.

Marketing

Mars Chocolate backs its Christmas 2017 portfolio with dedicated marketing support throughout the season. The multi-media, multi-brand marketing campaign will include national television, print and digital advertising, high-value FSIs, social media, in-store merchandising and more.

NEW ITEMS

Item: CELEBRATIONS® Brand Medium Bottle
ZREP #: 364252 (9 count), 364747 (12 count display ready case)
Description: The new CELEBRATIONS® Brand Medium Bottle is filled with a festive mix of consumers’ favorite brands in individually wrapped miniature format – BOUNTY®, DOVE®, MILKY WAY®, SNICKERS® and TWIX® Brands. Perfect for parties and as a gift, the bottle can be turned upside down to create a unique serving bottle. CELEBRATIONS® was the fastest growing brand in the category vs. YAGO.¹
SRP: \$5.99
Package/Weight: 10.9 ounce
Shipping: 9 count BB, 12 Count display ready case



Item: M&M'S® Brand Caramel Chocolate Candies
ZREP #: 355651 (Open Stock), 355934 (Display Case)
Description: New in 2017 and coming off the biggest launch in M&M'S® Brand history, M&M'S® Caramel is making its Christmas debut decked out in the red and green colors of the season. Caramel is the most popular flavor choice at Christmas⁵, and research shows “outstanding” purchase intent scores for M&M'S® Caramel – the highest of any M&M'S® Brand variant.⁶
SRP: \$3.49
Package/Weight: 10.2 ounce
Shipping: 24 Count (Open Stock), 36 Count (Display Case)



Item: DOVE® Brand PROMISES® Silky Smooth Milk Chocolate Mint Cookie Gifts
ZREP #: 324437 (Open Stock), 363088 (Display Case)
Description: Unwrap new DOVE® Brand PROMISES® Silky Smooth Milk Chocolate Mint Cookie Gifts and savor one of the season's most popular flavor combinations.¹ These individually wrapped candies are perfect for decorating and treating.
SRP: \$3.49
Package/Weight: 7.94 ounce
Shipping: 12 Count (Open Stock), 24 Count (Display Case)



Item: M&M'S® Brand Minis Milk Chocolate Candies 4-Pack Tube for the Holidays
ZREP #: 347508
Description: New M&M'S® Brand Minis Milk Chocolate Candies 4-Pack Tube for the Holidays are a fun, unique stocking stuffer or party favor for Christmas. Each tube depicts an iconic M&M'S® Character and is filled with delicious mini M&M'S® Milk Chocolate Candies.
SRP: \$4.49
Package/Weight: 4.32 ounce
Shipping: 10 Count



Item: MALTESERS® Brand Gift Box
ZREP #: 355838
Description: MALTESERS® -- the #1 bite-sized candy brand in the U.K. -- crossed the pond in early 2017, and enjoyed a successful launch in the U.S. Now it's ready for Christmas in a festive red gift box emblazoned with "Ho Ho Ho." Ideal for stocking stuffers, gifting or as an on-the-go treat, MALTESERS® feature light, crispy, airy centers, dipped in smooth, chocolatey deliciousness.
SRP: \$1.00
Package/Weight: 3.0 ounce
Shipping: 8 Count



Item: M&M'S® Brand Peanut Chocolate Candies Share Size
ZREP #: 357874
Description: With the new M&M'S® Brand Peanut Chocolate Candies Share Size, there's plenty of delicious M&M'S® Candies to enjoy and to share with a friend. With red and green lentils and festive seasonal packaging, this new item is destined to be a holiday hit.
SRP: \$1.79-\$1.99
Package/Weight: 3.27 ounce
Shipping: 144 Ct., 6-24 Ct. Trays



Item: M&M'S® Brand Mint Chocolate Candies Share Size
ZREP #: 347649
Description: A hallmark flavor of the season, new M&M'S® Brand Mint Chocolate Candies Share Size joins the wildly popular M&M'S® portfolio. M&M'S® is the #1 chocolate brand during the holidays¹, and this new Share Size packs the freshness of cool mint, draped in chocolate and wrapped in a crunchy candy shell.
SRP: \$1.79-\$1.99
Package/Weight: 2.83 ounce
Shipping: 144 Ct., 6-24 Ct. Trays



Item: M&M'S® Brand Minis Milk Chocolate Candies Naughty/Nice Mini Tube for the Holidays
ZREP #: 357879
Description: Naughty or nice? Both win with new M&M'S® Minis Milk Chocolate Candies Naughty/Nice Mini Tube for the Holidays. Whimsically designed with a checkbox to designate “Naughty” or “Nice” to the recipient, this new item is filled with M&M'S® Minis and is ideal as a stocking stuffer, holiday party favor or special treat. The display box fits perfectly by the cash register.
SRP: \$1.00
Package/Weight: 1.08 ounce
Shipping: 288 Count (12-24 Ct. Trays)



Item: M&M'S® Brand Minis Milk Chocolate Candies 10-Pack Mini Tube Train for the Holidays
ZREP #: 355856
Description: Get on board for the new M&M'S® Brand Minis Milk Chocolate Candies 10-Pack Mini Tube Train for the Holidays. The packaging depicts the playful M&M'S® Characters riding the rails to Christmas fun. This unique 10-pack of Minis Tubes is perfect as a stocking stuffer, special treat or party favor.
SRP: \$9.99
Package/Weight: 10.8 ounce
Shipping: 10 Count



¹ Christmas Nielsen 8 WE 12/24/16
² Christmas Beacon Report 2013
³ National Confectioners Association; <http://www.candyusa.com/candy-during-holidays-goes-beyond-traditional-gifting>, 2016
⁴ Ipsos Quantitative Christmas Research 2015
⁵ The Candy Dish i°Community: Seasonal Flavors, May 2013
⁶ Bases II Testing (2015)