

# MARS

**chocolate**  
*north america*

800 High Street • Hackettstown, NJ 07840 • (908) 852-1000



**MEDIA CONTACT:**

Ampy Vasquez  
(973) 691-3536

## Mars Ice Cream – Fact Sheet

The history of the Mars Ice Cream business is steeped in family tradition. Greek-American candy store owner Leo Stefanos created the delicious DOVEBAR® Ice Cream Bar in the 1950s. Leo named the hand-dipped ice cream in premium chocolate after his south side Chicago candy shop. Those first rich, creamy DOVEBAR® Ice Cream Bars were an instant success, but it wasn't until Leo's son grew up and followed in his father's footsteps that DOVE® Chocolate became known from coast to coast. By the late 1970s, over one million DOVEBAR® Ice Cream Bars were sold in a single year by street vendors to eager children and adults.

The DOVEBAR® popularity soon caught the attention of another family of expert chocolatiers. Mars, Incorporated acquired DOVE® Chocolate in 1986 and moved the business to Burr Ridge, Illinois. The company refined the purity and taste of DOVE® Chocolate before introducing milk and dark chocolate bars in the 1990s. The SNICKERS® Ice Cream Bar line was added in 1992.

Today, the Mars Ice Cream portfolio includes a wide variety of formats and flavors:

- **Ice Cream Bars**
  - **NEW M&M'S® Brand Ice Cream Bar**
  - DOVEBAR® Vanilla Ice Cream with Milk Chocolate, DOVEBAR® Vanilla Ice Cream with Dark Chocolate, DOVEBAR® Chocolate Ice Cream with Dark Chocolate, DOVEBAR® Caramel Swirl with Milk Chocolate Cashew, DOVEBAR® Vanilla Ice Cream with Milk Chocolate and Almonds
  - MILKY WAY® Brand Ice Cream Bar
  - SNICKERS® Ice Cream Bar
  - TWIX® Brand Ice Cream Bar
  
- **Ice Cream Minis**
  - DOVEBAR® Miniatures Variety Pack with Dark Chocolate
  - DOVEBAR® Miniatures Variety Pack with Milk Chocolate
  - SNICKERS® Brand Ice Cream Minis
  - TWIX® Brand Ice Cream Minis

- **Ice Cream Cones**
  - M&M'S® Brand Ice Cream Cone
  - SNICKERS® Ice Cream Cone
- **Ice Cream Cookie Sandwiches**
  - M&M'S® Brand Ice Cream Cookie
- **Ice Cream Pints**
  - DOVE® UNCONDITIONAL CHOCOLATE® Ice Cream
  - DOVE® Mint Chocolate Chunk Ice Cream
  - M&M'S® Brand Ice Cream
  - MILKY WAY® Brand Ice Cream
  - SNICKERS® Brand Ice Cream
  - TWIX® Brand Ice Cream
- **Sorbet Bars:**
  - STARBURST™ Strawberry Sorbet Bar
  - DOVE® Strawberry Sorbet with Milk Chocolate
  - DOVE® Raspberry Sorbet with Dark Chocolate

### **Mars Ice Cream Insights**

- SNICKERS® Ice Cream Bar is the #1 selling frozen Novelty in the convenience channel.  
(Source: Nielsen)
- Mars Ice Cream frozen novelties from SNICKERS®, TWIX®, MILKY WAY® and DOVE® Brands are made with real ice cream, offering the quality and flavor that consumers value.
- Mars Ice Cream continues to study category management, building on the 2010 Mars Ice Cream Assortment Study. Updated research continues to show that retailers who carry the best products from a variety of manufacturers have higher sales than retailers who only carry products from a single manufacturer or who are missing the top-selling products. In order to maximize sales and profits, and to drive repeat store traffic, it's important for retailers to carry the right brands and formats with the right variety of price points and flavors, regardless of the manufacturer.

### **What's New:**

- **M&M'S® Brand Ice Cream Bars** build on the excitement around the M&M'S® Brand Cookie Sandwich, which is outpacing category growth. Each individually wrapped bar features chopped M&M'S® Milk Chocolate Candies inside reduced fat vanilla ice cream, all smothered in creamy milk chocolate. (December 2016, SRP \$1.79 for a 2.64-ounce single and \$3.99 for a box of six 1.63-ounce bars)