

MARS

chocolate
north america

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FACT SHEET

WHAT'S NEW: Patriotic Red, White & Blue Packaging for M&M'S®, SNICKERS® and DOVE® Brands

DESCRIPTION: In 2017, DOVE® Chocolate will join SNICKERS® and M&M'S® brands in saluting America with Red, White & Blue packaging just in time for summer celebrations, barbecues and patriotic holidays.



M&M'S® Milk Chocolate Candies and M&M'S® Peanut Chocolate Candies shed their traditional candy shell colors to don Red, White & Blue hues, while SNICKERS® Minis and DOVE® Milk Chocolate PROMISES® are individually wrapped in patriotic colors. In-store displays and display cases also depict the patriotic color scheme and graphics.

Mars is dedicating major marketing support to the 2017 Red, White & Blue promotion. Key elements include social media around summer usage occasions, FSIs, tear pads and integration with Mars NASCAR® summer public relations coverage.

BRAND/PRODUCT INSIGHTS:

The Red, White & Blue product variations deliver a fun, festive and delicious addition to summer events including barbecues, pool parties and picnics as well as patriotic celebrations such as Memorial Day and Fourth of July.



Mars first introduced Red, White & Blue with M&M'S® Brand in 2015. In 2016, SNICKERS® Brand joined the line-up, and in 2017, DOVE® Chocolate joins the mix to drive category growth during the summer months.

Some 48 million Americans shopped for Red, White & Blue products in 2015, and 62 percent purchased products with seasonal colors and designs and festive packaging.¹

KOSHER CERTIFIED?

Yes

AVAILABILITY:

Convenience Store, Drug, Grocery, Mass, Value

DATE AVAILABLE:

March 2017

SUGGESTED RETAIL PRICE:

\$1.10, 3.14-3.27 oz., M&M'S® Brand Grab & Go SUP
\$2.75, 11.4 oz., M&M'S® Brand Sharing Size SUP
\$8.36, 42 oz., M&M'S® Brand Party Size SUP
\$3.12, 11.5 oz., SNICKERS® Brand Minis
\$8.79, 40.0 oz., SNICKERS® Brand Minis
\$3.12, 8.87 oz., DOVE® Chocolate PROMISES®

SHIPPING/DISPLAY INFORMATION:

M&M'S® Milk Chocolate Candies Grab & Go SUP
ZREP # 329088, 24 Ct. / 6 per Case

M&M'S® Peanut Chocolate Candies Grab & Go SUP
ZREP # 329095, 24 Ct. / 6 per Case

M&M'S® Milk Chocolate Sharing Size SUP
ZREP # 308771, 24 per Case

M&M'S® Peanut Chocolate Sharing Size SUP
ZREP # 308774, 24 per Case

M&M'S® Milk Chocolate Candies Party Size SUP
ZREP # 329058, 6 per Case

M&M'S® Peanut Chocolate Candies Party Size SUP
ZREP # 328159, 6 per Case

SNICKERS® Brand Red, White & Blue Minis (11.5 oz.)
ZREP # 329471, 12 per Case

SNICKERS® Brand Red, White & Blue Minis (40 oz.)
ZREP # 329472, 6 per Case

DOVE® Red, White & Blue Milk Chocolate PROMISES® Laydown Bag (8.87 oz.)
ZREP # 333640, 12 per Case



¹ National Retail Federation Group 2015