

MARS

chocolate

north america

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Valentine's Day 2018

The Mars Chocolate 2018 Valentine's Day portfolio is lush with an array of innovative new items and returning favorites from its iconic brands – M&M'S®, DOVE®, 3 MUSKETEERS®, MILKY WAY®, SNICKERS®, and TWIX® -- offering fun, friendly and romantic options for consumers. Mars Chocolate offers delicious and festive items all season long for decorating, baking, or perfectly portioned sizes for exchanges and parties.

Seasonal Trends

- 92 percent of Valentine shoppers purchased chocolate candy, and of all candy purchased for Valentine's Day, 76 percent was chocolate.¹
- 45 percent of consumers give chocolate candy as a main gift, and 28 percent purchase boxes or tins of chocolate for special someones.¹
- Chocolate candy accounted for 91 percent of items purchased for teacher gifts.²
- 62 percent of those purchasing chocolate candy for Valentines buy seasonally wrapped or shaped chocolate.³
- 58 percent of Valentine's Day purchases are made in the final week before the holiday.⁴
- 35 percent of Valentine's Day shoppers purchase candy for a candy dish at home.⁵
- M&M'S® Brand is the third most-purchased chocolate brand for teacher gifts.²
- The appeal of shapes continues to grow throughout the chocolate category, with 21 percent of consumers purchasing shapes as an immediate treat.¹
- The Mars Chocolate FUN SIZE® Chocolate Valentine Exchange Bag – 30 Pieces -- is the #1 exchange item in the category.⁶
- DOVE® PROMISES® Silky Smooth Milk and Dark Chocolate Hearts are among the Top 5 selling items within decorating & sharing.⁶

Displays and Graphics

With each season, Mars Chocolate continues to introduce new items, festive packaging and graphics and more accessible displays. Eye-catching packaging and displays with seasonally relevant graphics and colors improve navigation on-shelf, leading to increased purchase intent. Items with new graphics in 2018 include:

- M&M'S® Brand Minis Milk Chocolate Candies Mega Tube -- #1 novelty item in the category
- M&M'S® Brand FUN SIZE® Milk Chocolate Candies Valentine's Exchange Bag – 30 Pieces
- M&M'S® Brand Milk Chocolate Candies Cupid's Messages Mix
- M&M'S® Brand Milk Chocolate Candies Cupid's Mix
- M&M'S® Brand Peanut Chocolate Candies Cupid's Mix
- M&M'S® Brand Peanut Butter Chocolate Candies Cupid's Mix
- DOVE® Brand PROMISES® Silky Smooth Milk Chocolate Hearts
- DOVE® Brand PROMISES® Silky Smooth Dark Chocolate Hearts
- DOVE® Brand PROMISES® Silky Smooth Milk & Dark Chocolate Mixed Hearts Stand-up Pouch
- M&M'S® Brand Milk & Peanut Chocolate Candies Cupid's Mix Quarter Pallet
- DOVE® Brand PROMISES® Milk & Dark Chocolate Mixed Floorstand

Marketing

Mars Chocolate spreads the news about its Valentine's Day lineup with dedicated marketing support throughout the season. Highlights include television advertising; print advertising by brand with targeted messages toward frequent holiday candy buyers; a national FSI with coupons; impactful displays with more POS and POP options; digital media with eye-catching ads on highly trafficked sites; social media; and public relations. Plus, DOVE® Chocolate will have a new seasonal TV ad in 2018!

NEW ITEMS

Item: M&M'S® Brand Caramel Chocolate Candies Cupid's Mix

ZREP #: 357094 (Item Case); 357775 (Display Case)

Description: Consumers are head over heels in love with M&M'S® Brand at Valentine's Day because the delicious candies are the perfect match for baking, decorating, filling candy dishes and treating.⁵ Caramel is a top flavor paired with chocolate, and in consumer testing, M&M'S® Caramel ranked as "Outstanding" in purchase intent scores – the highest of any M&M'S® variant.⁶



SRP: \$3.50

Package/Weight: 10.2 ounce

Shipping: 12 Count Case (Item Case); 36 Count Case (Display Case)

Item: DOVE® Brand Silky Smooth Assorted Chocolates Premium Extra Large Heart Tin

ZREP #: 358637

Description: Now there's more to love with the extra-large heart tin loaded with a decadent flavor assortment including DOVE® Dark Chocolate Truffle, Milk Chocolate Creamy Caramel and Milk Chocolate Truffle hearts. A special message under each chocolate piece aims to woo the recipient. At Valentine's Day, 28 percent of shoppers prefer to purchase boxes and tins¹, and DOVE® is a consumer favorite at Valentine's Day.⁴



SRP: \$20.00
Package/Weight: 14.0 ounce
Shipping: 6 Count Case, 2-3 Count Trays

Item: **FUN SIZE® Chocolate & Sugar Valentine Exchange Bag – 30 Pieces**

ZREP #: 359662 (Open Stock Case); 359859 (Display Case)
Description: Mars Chocolate spreads the love for Valentine’s Day exchanges with an array of variety bags offering value, size options and a mix of consumers’ favorite brands. Mars Chocolate’s Variety is the #1 performing brand in the variety segment.⁶ This new item is brimming with a 30-piece mix of M&M’S®, TWIX® and Starburst® brands.



SRP: \$4.99
Package/Weight: 13.5 ounce
Shipping: 12 Count Case (Open Stock Case); 24 Count Case (Display Case)

Item: **DOVE® Brand PROMISES® Silky Smooth Milk Chocolate & Dark Chocolate Swirl Hearts**

ZREP #: 357086 (Open Stock Case); 357741 (Display Case)
Description: Each heart-shaped piece boasts two types of DOVE® Chocolate swirled together and they’re individually wrapped for decorating and sharing. DOVE® Chocolate is one of the most-purchased brands for Valentine’s Day.⁶



SRP: \$3.99
Package/Weight: 7.94 ounce
Shipping: 12 Count Case (Open Stock Case); 24 Count Case (Display Case)

Item: **DOVE® Brand PROMISES® Silky Smooth Milk Chocolate & Peanut Butter Love Birds**

ZREP #: 359819 (Open Stock Case); 360127 (Display Case)
Description: Individually wrapped with adorable love birds on the foil, each piece delivers the creamy deliciousness of peanut butter wrapped in silky smooth DOVE® Milk Chocolate. DOVE® PROMISES® are TOP 5 items within Decorating & Sharing. Consumers will fall in love with this new item, as \$3.99



Package/Weight: 7.94 ounce
Shipping: 12 Count Case (Open Stock Case); 24 Count Case (Display Case)

Item: **M&M’S® Brand Triple Chocolate Candies Cupid’s Mix**

ZREP #: 357096 (Item Case); 357770 (Display Case)
Description: Cupid’s arrow hits the mark with the magnified taste experience of new M&M’S® Brand Triple Chocolate Candies Cupid’s Mix. M&M’S® Brand is one of the most-purchased brands for Valentine’s Day, and consumers will have more to love in baking, candy



dishes and decorating festive treats with this new, indulgent taste sensation.^{1, 5}

SRP: \$3.99
Package/Weight: 9.9 ounce
Shipping: 12 Count Case (Item Case); 36 Count Case (Display Case)

Item: DOVE® Brand Silky Smooth Milk Chocolate Gift Message Bar

ZREP #: 357004

Description: Sweeter than a love note and more delicious, the new DOVE® Brand Silky Smooth Milk Chocolate Gift Message Bar heartens consumers to say it with chocolate. With an “XOXO” imprint in the creamy DOVE® Chocolate and “To:/From:” on the packaging, this new item is an ideal gift for that special someone.



SRP: \$1.99
Package/Weight: 3.0 ounce
Shipping: 12 Count Case

Item: M&M'S® Brand Minis Milk Chocolate Candies Mini Tubes

ZREP #: 363102

Description: M&M'S® Brand gets into the Valentine's Day spirit with new M&M'S® Brand Minis Milk Chocolate Candies Mini Tubes. These are perfect for gifting and exchanging, with a fun Valentine's message and “To:/From:” on each tube.



SRP: \$0.99
Package/Weight: 1.08 ounce
Shipping: 144 Count Case, 6-24 Count Trays

Item: DOVE® Brand Silky Smooth Milk Chocolate Peanut Butter Heart Singles

ZREP #: 356859

Description: New DOVE® Brand Silky Smooth Milk Chocolate Peanut Butter Heart Singles unite the classic shape of the season with chocolate and peanut butter – the #1 consumer flavor of the season.² This new item is in the growing <\$2 price point and is ideal for gifting and as a personal treat as 21 percent of consumer purchase shapes to enjoy as immediate treats.^{4, 1}



SRP: \$0.79
Package/Weight: 0.9 ounce
Shipping: 96 Count Case, 4-24 Count Trays

¹. iCommunity 2015 Valentine's Day Exploration

². iCommunity 2014 Valentine's Day Teacher Gifting Exploration

³. National Confectioners Association Shopper Survey, February 2017

⁴. Nielsen: Valentine's Day 2016 8 w/e 2/20/16

⁵. MARS, Incorporated Valentine's Day Path to Purchase

⁶. Nielsen: Valentine's Season Ending 2/18/17