

MARS

chocolate

north america

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Valentine's Day 2017

Cupid aims his bow and arrow toward sweet sales for Mars Chocolate North America this Valentine's Day season. A heart-pumping lineup of innovative new items and returning favorites across Mars' iconic brands -- M&M'S®, SNICKERS®, TWIX®, MILKY WAY®, 3 MUSKETEERS® and DOVE® Chocolate -- attracts consumers seeking delicious chocolate for gifting, exchanges, decorating, snacking and baking.

Seasonal Trends

- 92 percent of shoppers purchase chocolate for the Valentine's Day season.¹
- The Shapes segment remained flat in 2016; however, sales of Mars Shapes increased by double-digit percentages.²
- Mars chocolate has three of the top five SKUs.³
- The Stand-up Bags Segment was the fastest growing segment, growing +15.1 percent.²
- 72 percent of consumers purchase chocolate to give to their special someone, children, friends and teachers.⁴
- Gifting is the #1 usage occasion during Valentine's Day with 86 percent of consumers participating.¹
- 91 percent of teacher gifts at Valentine's Day are chocolate. DOVE® and M&M'S® are the #1 and #3 brands purchased for and desired by teachers.⁵
- Shoppers are willing to spend around \$5 for teacher gifts,⁶ and packaging in Valentine's or teacher themes is an important factor for purchasing.⁵
- 37 percent of consumers participate in decorating and snacking with snacking at home being the second-most-popular activity behind gifting.⁴
- Consumers show they care with baking,⁷ and 33 percent of consumers participate in baking during the Valentine's season.¹
- 26 percent of consumers participate in Valentine's Day exchanges.¹
- Mars Mixed Chocolate Variety Bag is #1 in the segment.²
- M&M'S® is the #1 brand for Valentine's Day candy bowls.⁸
- Dove is a top brand for Valentine's Day and is rated the #1 best-tasting milk chocolate.⁹

Displays and Graphics

It's love at first sight with Mars' array of festive product packaging and eye-catching floorstands and displays. Loaded with a variety of items at key price points, secondary displays make Valentine's Day shopping easy and increase sales through impulse buys and early purchases.

Marketing

For Valentine's Day 2017, Mars is increasing its media spend to support chocolate brands M&M'S®, DOVE®, SNICKERS®, MILKY WAY® and TWIX® brands. Highlights include general and Hispanic market support; television advertising throughout the season; print advertising in national publications; a high-value FSI; digital support on highly trafficked sites; and social media.

NEW ITEMS

Item: M&M'S® Milk Chocolate Cupid's Messages
ZREP #: 329521 (Open Stock), 330958 (Display Case)
Description: The nostalgia of candy conversation hearts unites with America's #1 chocolate brand in new M&M'S® Milk Chocolate Cupid's Messages. This new sweet talker -- perfect for home, office or parties -- delivers three times the chocolate in every bite.
SRP: \$3.99
Package/Weight: 9.5 ounce
Shipping: 12 Ct. Case Open Stock), 36 Ct. Case (Display Case)



Item: TWIX® FUN SIZE® Valentine's Exchange Bag
ZREP #: 329845
Description: Mars optimizes category growth with a new Valentine's exchange offering – TWIX® FUN SIZE® Valentine's Exchange Bag. TWIX®, a growing brand at Valentine's Day,² continues to capture hearts with its unique cookie, caramel and chocolate combination. Each individually wrapped piece includes "To: / From:" for personalized exchanging.
SRP: \$4.99
Package/Weight: 16.1 ounce
Shipping: 12 Ct. Case



Item: DOVE® Milk Chocolate Creamy Caramel Premium Heart Tin
ZREP #: 322821
Description: As the second-fastest-growing brand for Valentine's Day and a consumer favorite for gifting,² DOVE® Chocolate presents a decadent caramel assortment. Some 72 percent of consumers purchase chocolate as a gift during Valentine's season, making this new premium tin a delicious gift for someone special.⁴
SRP: \$12-\$15
Package/Weight: 8.13 ounce
Shipping: 6 Ct. Case (2-3 Ct. Trays)



Item: M&M'S® Milk Chocolate Box Pack
ZREP #: 329824
Description: Gifting commands the top usage occasion spot during the Valentine's season, and new M&M'S® Milk Chocolate Box Pack makes gifting easy, affordable and fun.¹ The unique box design includes an area for addressing the gift to a special someone.
SRP: \$1.00
Package/Weight: 3.1 ounce
Shipping: 12 Ct. Case



Item: DOVE® Brand PROMISES® Silky Smooth Chocolate Mixed Hearts Stand-up Pouch
ZREP #: 342598
Description: Ranked among the top 15 best-selling items of the season², DOVE® Brand PROMISES® Milk and Dark Chocolate Hearts come together in a new stand-up pouch ideal for decorating and snacking. Each heart-shaped PROMISE® is wrapped in festive foil with a special message printed inside. Stand-Up bags stand tall as the fastest-growing segment, up 15.1 percent last season.²
SRP: \$7.99
Package/Weight: 19.52 ounce
Shipping: 12 Ct. Case



Item: Filled Bar® Mixed Mini Stand-Up Pouch
ZREP #: 342464
Description: The new Filled Bar® Mixed Mini Stand-Up Pouch brims with consumers' favorite Mars brands – SNICKERS®, TWIX®, MILKY WAY® and 3 MUSKETEERS®. Individually wrapped in festive packaging, this new item is perfect for Valentine's decorating and snacking occasions. Wrapped candies make up 68 percent of decorating and snacking sales for the season,¹⁰ and consumers show their love for Variety Bags with sales at Valentine's Day up 12 percent YAG.²
SRP: \$7.99
Package/Weight: 24.89 ounce
Shipping: 10 Ct. Case



Item: M&M'S® Milk Chocolate Bottles
ZREP #: 329526
Description: Delivering a fun, low-priced gifting option, new M&M'S® Milk Chocolate Bottles are filled with M&M'S® Candies in festive, seasonal colors. M&M'S® ranks as America's #1 chocolate brand and a consumer favorite at Valentine's Day.¹¹
SRP: \$2.49
Package/Weight: 3.5 ounce
Shipping: 12 Ct. Case (2-6 Ct. Trays)



Item: FUN SIZE® Filled Bar Exchange Bag
ZREP #: 323592 (Open Stock), 323521 (Display Case)
Description: Variety is in the bag with the new FUN SIZE® Filled Bar Exchange Bag loaded with TWIX®, MILKY WAY® and 3 MUSKETEERS® brands. Valentine’s Day Variety Bag sales are up 12 percent YAG,² and this new item offers consumers America’s favorite brands in festive, seasonal colors for Valentine’s Day exchanges.
SRP: \$4.99
Package/Weight: 15.86 ounce
Shipping: 12 Ct. Case Open Stock), 24 Ct. Case (Display Case)



Item: DOVE® Dark Chocolate Strawberry Heart Gift Box
ZREP #: 329829
Description: New DOVE® Dark Chocolate Strawberry Heart is filled with real strawberries – a hallmark flavor of the season -- dipped in silky smooth DOVE® Dark Chocolate. Hearts will be aflutter for these festive gift boxes, but it’s the delicious fruit and chocolate on the inside that will have hearts pumping.
SRP: \$4.99
Package/Weight: 4.0 ounce
Shipping: 12 Ct. Case (2-6 Ct. Trays)



Item: DOVE® Dark Chocolate Cherry Heart Gift Box
ZREP #: 326504
Description: New DOVE® Dark Chocolate Cherry Heart is sure to melt hearts. This new item boasts tart cherries – one of the top flavors consumers seek during the Valentine’s season -- covered in silky smooth DOVE® Dark Chocolate. DOVE® is the second-fastest-growing brand,² and fruit in seasonal heart gift boxes is destined to be a hit with consumers.
SRP: \$4.99
Package/Weight: 4.0 ounce
Shipping: 12 Ct. Case (2-6 Ct. Trays)



Item: DOVE® Mixed Heart Floorstand
ZREP #: 325105
Description: Mars’ eye-catching floorstands and displays bring consumers’ favorite items together to make shopping easier and drive sales. The new DOVE® Chocolate Mixed Heart Floorstand -- packed with DOVE® Brand PROMISES® Milk Chocolate Hearts and DOVE® Brand PROMISES® Dark Chocolate Hearts – will help drive Valentine’s purchases.
SRP: \$4.00
Package/Weight: 8.87 ounce
Shipping: 72 Ct. Case



1. *The Candy Dish i-community 2015 Valentine's Day Exploration Final Report*
2. *Nielsen 8 WE 2/20/16*
3. *Nielsen Valentine's Season 2/20/16*
4. *2015 Valentine's Exploration Report*
5. *The Candy Dish i-Community Valentine's Day Teacher Gifting Report April 2014*
6. *Mars Qualitative Immersion Real Insight*
7. *Mars Quantitative Survey i-Community February 2015*
8. *Valentine's Day A&J Report 2012*
9. *Valentine's Day Beacon 2013 Report*
10. *MARS Valentine's Day Portfolio Analysis May 2015.*
11. *Nielsen L52 12/26/15*

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