

MARS

chocolate
north america

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MILKY WAY® Brand – Fact Sheet

Created in 1923 and designed to capture the taste of malted milk shakes, MILKY WAY® Bar was named after a famed malted milk drink of the day. MILKY WAY® Bars are made of chocolate malt flavored nougat and caramel covered with milk chocolate. MILKY WAY® Bar is available in several formats: as a Single Size bar, Share Size bar, FUN SIZE®, Miniatures, and in limited edition seasonal flavors during the holidays.

In addition to the iconic candy bar, the MILKY WAY® Brand portfolio also includes:

- **MILKY WAY MIDNIGHT® Bars** are vanilla-flavored nougat, caramel, and dark chocolate.
- **MILKY WAY® Simply Caramel Bars** are bursting with nothing but caramel and coated in irresistible MILKY WAY® Brand chocolate.

Connect with MILKY WAY® Brand at www.milkywaybar.com and facebook.com/milkyway.

What's New:

MILKY WAY® continues to support the successful "Sorry I was Eating a MILKY WAY®" campaign, which focuses on the deliciously distracting eating experience of the bar. In 2017, the team will begin supporting both the Midnight and Simply Caramel variants with dedicated CP and digital support. MILKY WAY MIDNIGHT® continues to see success following the launch of the Share Size version of the bar at the end of 2015, and will be introducing FUN SIZE® in Q4 2017.

To revive on-shelf velocity for the MILKY WAY® Original packs, new metallic packaging across the portfolio will be flowing into stores beginning May 2017.