

# MARS

## chocolate

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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, 2-to-Go Sharing size, FUN SIZE®, Minis, Unwrapped Bites 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.
- **MILKY WAY® Simply Caramel Bites** give consumers more of what they love in the MILKY WAY® Simply Caramel Bar – rich, creamy caramel coated in irresistible MILKY WAY® Brand chocolate – in sharable bite-size pieces.

Connect with MILKY WAY® Brand at [www.milkywaybar.com](http://www.milkywaybar.com) and [facebook.com/milkyway](https://facebook.com/milkyway).

### What's New:

MILKY WAY® is on its second year of the successful “Sorry I was Eating a Milky Way” campaign and continues to focus on the deliciously distracting eating experience of the bar. The brand continues to see success on MILKY WAY MIDNIGHT® and launched a larger, 2 to Go version of the bar at the end of 2015. Sales of sharing size dark chocolate confections have exploded, up 162 percent,<sup>1</sup> and research shows that some 67 percent of consumers who purchase MILKY WAY MIDNIGHT® Bar singles also purchase sharing size (aka “king size”) chocolate packs.<sup>2</sup> Research also reveals that nearly one third of MILKY WAY® consumers prefer to buy King Size bars.<sup>3</sup>

<sup>1</sup>Nielsen: Total US 52 weeks ending 4/11/2015

<sup>2</sup>Nielsen Panel: Cross purchase analysis, 52 weeks ending 10/4/14

<sup>3</sup>Nielsen HHP L52 1/10/15