

# MARS

**chocolate**  
*north america*

800 High Street • Hackettstown, NJ 07840 • (908) 852-1000

**MEDIA CONTACT:**

Ampy Vasquez  
(973) 691-3536



## SNICKERS® Brand – Fact Sheet

Introduced in 1930, SNICKERS® Bar is crammed with crunchy peanuts, caramel and nougat, then coated with smooth milk chocolate. The iconic candy bar quickly became one of the world's favorite treats, and today, SNICKERS® Bar is the country's fastest selling candy bar.

SNICKERS® Bar is available in several formats: as a single, 2 To Go sharing size, FUN SIZE®, Minis, unwrapped Bites and in limited edition seasonal offerings and shapes for Valentine's Day, Easter, Halloween and Christmas.

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

- **NEW SNICKERS® & Hazelnut Bar** satisfies with everything consumers love about SNICKERS®—peanuts, caramel and nougat covered in milk chocolate—with the addition of delicious hazelnuts.
- SNICKERS® Crisper delivers crispy satisfaction with a combination of crisped rice and peanuts topped with a layer of caramel and coated in creamy milk chocolate.
- SNICKERS® Brand Peanut Butter Squared offers everything there is to love about SNICKERS® Bar —peanuts, caramel, nougat and milk chocolate— plus peanut butter.
- SNICKERS® Brand Almond Bar tackles hunger with a satisfying combination of roasted almonds, caramel and milk chocolate.
- SNICKERS® Bites are unwrapped, bite-sized cubes that are a miniature version of the popular SNICKERS® Bar, ideal for consumers looking for the full taste experience of a SNICKERS® Bar in a smaller portion.
- The SNICKERS® Ice Cream portfolio really satisfies with a combination of peanut butter ice cream, caramel, peanuts and chocolate. Choose from ice cream bars, mini ice cream bars, ice cream cones and ice cream brownies.

**Connect with SNICKERS® Brand**

- [www.snickers.com](http://www.snickers.com)

- facebook.com/snickers
- twitter.com/snickers
- snickers.tumblr.com

### **SNICKERS® Brand Insights**

- SNICKERS® Bar is the fastest selling singles bar in the U.S.<sup>1</sup>
- The \$2.4 billion bite-size segment represents almost 20 percent of the chocolate category and is growing faster than the chocolate category, up 60 percent since 2009.<sup>2</sup>
- Since SNICKERS® Bar 2 To Go is the second largest convenience store “king size” item, SNICKERS® Brand is uniquely positioned to drive productive news for the category.<sup>3</sup>
- 25% of category purchases are made in search of variety and consumers look to buy innovation from brands they know.<sup>4</sup>

### **What’s New:**

- **SNICKERS® & Hazelnut Bar** satisfies with everything consumers love about SNICKERS® — peanuts, caramel and nougat covered in milk chocolate—with the addition of delicious hazelnuts. (December 2016, \$.99 - \$1.09 for 1.76-ounce Single, \$1.69-\$1.79 for 3.23-ounce 2 to Go)
- **SNICKERS® Brand 2017 Hunger Bar Promotion:** SNICKERS® Hunger Bars are back and better than ever in 2017. As part of the “Who Are You When You’re Hungry?” campaign, SNICKERS® Brand Original Singles are joined by SNICKERS® Almond, SNICKERS® Peanut Butter Squared and SNICKERS® Crisper -- boasting 29 new hunger symptoms. (June – August 2017)
- **SNICKERS® Brand 2017 NFL® Hunger Bar Promotion:** SNICKERS® Brand extends its popular “Who Are You When You’re Hungry?” campaign into the NFL® season with the line “Grab a SNICKERS® and Get Back on Your Game.” NFL-themed “symptoms” will be on the packaging of singles and 2 To Go bars. (June – December 2017)

<sup>1</sup> Nielsen Dollar Velocity / MM AVC Last 52 Weeks ending 2/14/15

<sup>2</sup> IRI Database 4/13

<sup>3</sup> L52 Nielsen Offtake Date Week Ending 7/12/2015

<sup>4</sup> Nielsen Consumer Panel 2013

®/™ trademarks ©Mars, Incorporated 2017