

MARS

chocolate
north america

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FACT SHEET

WHAT'S NEW: SNICKERS® & Hazelnut Bar

DESCRIPTION: New SNICKERS® & Hazelnut Bar satisfies. It's everything consumers love about SNICKERS®—peanuts, caramel and nougat covered in milk chocolate—with the addition of delicious hazelnuts.

Whenever you're feeling different on the inside, grab a SNICKERS® that's also different on the inside. NEW SNICKERS® & Hazelnut: Same on the outside. Different on the inside. Brand components include a fully integrated marketing campaign, including advertising, in-store displays (FSI and POP) and promotions.

BRAND/PRODUCT INSIGHTS: SNICKERS® & Hazelnut Bar was the most incremental and consumer preferred single-product addition to the existing portfolio and category in recent consumer testing.¹

Twenty-five percent of category purchases are from shoppers seeking variety, like this new twist on their favorite bar.²

Consumers are Hazelnut-happy: sales of confections containing this favorite are up 14.1%.³

SNICKERS® Bar was introduced in 1930 and is now the fastest selling singles bar in the U.S.¹ The launch of new SNICKERS® & Hazelnut Bar extends -- and is sure to grow -- the popular SNICKERS® Brand portfolio.

KOSHER CERTIFIED? No

DATE AVAILABLE: January 2017

AVAILABILITY: Convenience Store, Drug, Grocery, Mass, Value, Vend

SUGGESTED RETAIL PRICE: \$.99 - \$1.09, 1.76-ounce Single
\$1.69 - \$1.79, 3.23-ounce 2 to Go

SHIPPING/DISPLAY INFORMATION: SNICKERS® & Hazelnut Single Bar
ZREP #: 333008, 24 Ct. Carton, 12/CA



SNICKERS® & Hazelnut 2 to Go
ZREP #: 333011, 24 Ct. Carton, 6/CA

Displays:

- Sharing Size RTA 180 ct.
- SNICKERS® & Hazelnut Bar
- SNICKERS® Bar
- SNICKERS® Crisper
- SNICKERS® Almond
- SNICKERS® Peanut Butter Squared

- Singles Counter Unit 72 ct.
- SNICKERS® & Hazelnut Bar

¹Nielsen Discrete Choice for Line Optimization, July 2015

²SNICKERS LOT Test, July 2015

³Nielsen 2015 \$ Volume