

February Highlights 2012

Candy Focus-MARS

Mars is offering 4 exciting flavor variants from the most popular brands!

•Mars has the flavors that will send your sales soaring!

- M&M'S® Pretzel is the most successful M&M'S® launch in brand history and was voted 2011 Product of the Year!
- Capitalize on successful new item in conjunction with the King Size pack type fastest growing trend!
- Mint growth outpaces the total category growth and is becoming more than just a seasonal flavor.
- New DOVE® Singles have an increased size/value impression, allowing it to be more noticed on shelf!
- Coconut is one of the fastest growing flavors in the chocolate segment, up 9.5% in dollars.



ITEM	DESCRIPTION	PACK/SIZE
MMM45984	Dove Milk Chocolate Single	12/18/1.44oz
MMM45985	Dove Dark Chocolate Single	12/18/1.44oz
MMM44651	M&M's Pretzel Sharing Size	6/24/2.83oz
MMM47367	M&M's Mint Dark Chocolate	12/24/1.5oz
MMM47363	3 Musketeers Coconut	6/24/1.49oz
MMM47409	Snickers 3X Chocolate Sharing	6/24/3.14oz

Item	Qty Week Feb 6	Qty Week Feb 13	Qty Week Feb 20	Qty Week Feb 27
MMM45984	_____	_____	_____	_____
MMM45985	_____	_____	_____	_____
MMM44651	_____	_____	_____	_____
MMM47367	_____	_____	_____	_____
MMM47363	_____	_____	_____	_____
MMM47409	_____	_____	_____	_____

Company Name: _____

Account# _____ City: _____