

LOW CONTACT HIGH APPEAL

Delight Customers with the Comforting Treats
They Seek from America's Favorite Candy Brands

86%
**OF IMPULSE
SNACKERS
HAD A BRAND
IN MIND¹**

When they need a boost, consumers turn to familiar treats that deliver moments of happiness. No one makes it easier to provide feel good treats like Mars Wrigley. Sweeten your sales with deliciously comforting treats from top-selling brands packaged in the safe, convenient formats today's consumers demand.

UNRIVALED CUSTOMER ATTRACTION



#1 
**CONFECTIONERY
BRAND⁵**



 **FASTEST
TURNING
SKU
CHOCOLATE
CATEGORY³**



#1 
**DARK
CHOCOLATE
BRAND⁴**



LIFT SALES

WITH SAFE, SEALED GRAB-AND-GO SOLUTIONS

FREE DISPLAY RACKS

MARSFOODSERVICES.COM

Build trust—and grow margins—with the quick-turn, prepackaged treats from trusted, recognizable brands.

VERSATILE COUNTERTOP RACKS

Choose from a variety of eye-catching and attention-demanding racks that put your best treats on display and help you rack up significant sales lifts.



PROVEN TO
PROVIDE A
**+20%
SALES
LIFT***

4-Tier Counter Display
11.91" H x 11.56" W x 11.84" D
Holds 4 Sharing Size Cartons
56763



**+35%
SALES
INCREASE
SINGLE-UNIT***

FLX Expandable Rack
7-Facing: H: 14.5" W: 14.5" D: 7.5"
Holds 1 Carton Mint/Gum & 12
Units Loose Chocolate/Sugar Items
9-Facing: H: 14.5" W: 20" D: 7.5"
Holds 12 Units Loose Chocolate/
Sugar Items
52695



**+15%
IN-STORE
SALES
INCREASE***

Character Counter Display
16.5" H x 7" W x 11" D
Holds 2 Bottles/Cartons or
24-36 Singles/Sharing Size
Cartons
52409

CHARACTER FLOOR RACKS

Functional, fun and friendly units featuring iconic M&M'S® Brand Characters are sure to stand out everywhere you place them.



**+142%
OUR ICONIC
CHARACTERS SENT
SALES
SORING***

Red M&M'S® Character Rack
41.625" H x 29" W x 19.25" D
09069RTR



**EACH RACK
HOLDS
300 Singles or
220 Sharing Size
or 20 Medium
SUPs**

Yellow M&M'S® Character Rack
41.625" H x 29" W x 19.25" D
09069YTR



Blue M&M'S® Character Rack
41.625" H x 29" W x 19.25" D
09069BLUE

SMART SOLUTIONS FOR THE FUTURE OF FOODSERVICE



80%
of consumers
say **SNICKERS®** Bars
make desserts
**MORE
TASTY⁷**



3 MUSKETEERS®
96%
**BRAND
AWARENESS⁷**

ZREP	GTIN	PRODUCT DESCRIPTION
Singles		
108233	10040000012327	M&M'S® Peanut Singles 1.74 OZ 48CT 8/CS
317489	10040000499909	M&M'S® Milk Chocolate Singles DSPN 1.69OZ 36CT 9/CS
256479	10040000424311	SNICKERS® Singles 1.86OZ 48CT 8/CA
108222	10040000011054	SNICKERS® Almond Singles 1.76OZ 12/24CT
227808	10040000353918	TWIX® Caramel Singles 1.79OZ 36CT 10/CA
255386	10040000422065	MILKY WAY® Singles 1.84OZ 36CT 10/CA
255389	10040000422089	3 MUSKETEERS® Singles 1.92OZ 36CT 10/CA
267292	10040000459856	DOVE® Dark Chocolate Singles 1.44OZ 18CT 12/CA
267369	10040000459849	DOVE® Milk Chocolate Singles 1.44OZ 18CT 12/C
377429	—	SKITTLES® Sweet Heat Singles 1.8OZ 24CT 12/CS
100668	—	SKITTLES® Sours Singles 1.8OZ 24CT 12/CS
108226	—	SKITTLES® Original Singles 2.17OZ 36CT 10/CS
224799	—	STARBURST® FAVEREDS® Singles 2.07OZ 24CT 12/CS
108223	—	STARBURST® Original Singles 2.07OZ 36CT 10/CS
390645	—	LIFE SAVERS® WINT O GREEN® Candy 41OZ 6/CS
259882	—	LIFE SAVERS® PEP O MINT® Candy 41OZ 6/CS
330290	—	LIFE SAVERS® Five Flavors Candy 41OZ 6/CS
255752	—	ALTOIDS® Arctic Wintergreen Mints 1.76OZ 12CT 12/CS
255751	—	ALTOIDS® Arctic Peppermint Mints 1.76OZ 12CT 12/CS
259642	—	EXTRA® Classic Bubble Gum 15STK 10CT 12/CS
373483	—	EXTRA® Peppermint 15STK 10CT 12C/S
259651	—	EXTRA® Winterfresh 15STK 10CT 12/CS
278729	—	ORBIT® Spearmint 14PC 12CT 12/CS
384253	—	ORBIT® Peppermint 14PC 12CT 12/CS
Sharing		
108294	10040000044328	M&M'S® Peanut Sharing Size 3.27OZ 24CT 6/CA
108293	10040000044311	M&M'S® Milk Chocolate Sharing Size 3.14OZ 24CT 6/CA
221218	10040000322525	SNICKERS® Sharing Size 24CT 6/CS Dual Logo PV
227962	10040000353871	TWIX® Caramel Sharing Size 3.02OZ 24CT 6/CA
108290	10040000044014	MILKY WAY® Sharing Size 3.63OZ 24CT 6/CA
144732	10040000246036	3 MUSKETEERS® Multi-Piece Sharing Size 6/24CT
221584	10040000322471	SNICKERS® Almond Sharing Size 2-Piece 24CT 6/CA
*Vistar Code		
Ice Cream		
	MMM48309*	M&M'S® Vanilla Cookie Sandwich 4OZ 24/CA
	MMM48325*	M&M'S® Chocolate Cookie Sandwich 4OZ 24/CA
	MMM83467*	M&M'S® Chocolate Ice Cream Cup 6OZ 24/CA
	MMM48384*	M&M'S® Vanilla Ice Cream Cup 6OZ 24/CA
	MMM83429*	SNICKERS® Ice Cream Cup 6OZ 24/CA
	MMM27115*	SNICKERS® Ice Cream Cone 4OZ 24/CA
	MMM48340*	TWIX® Ice Cream Cup 6OZ 24/CA
	MMM56782*	KIND® Smoothie Bowl Almond Triple Berry Acai 6OZ 12/CA
	MMM56784*	KIND® Smoothie Bowl Almond Mango Pineapple Passionfruit 6OZ 12/CA
	MMM56786*	KIND® Smoothie Bowl Almond Chocolate Banana 6OZ 12/CA

Visit [MarsFoodservices.com](https://www.MarsFoodservices.com) for product information and to claim your **FREE RACKS!**

1. Nielsen Digital Shopping Fundamentals & Category Shopping Fundamentals, 2017 2. Global Chocolate & Wrigley Metrics Euromonitor for Confections and for Nestlé Gum, January 2016 3. Nielsen 2016 4. Nielsen Total US xAOC L52 11/2/18 5. Nielsen, 52 weeks ending 10/31/19 6. Actual performance at Grocery Customer with this display in test/control study, 2016 7. Datassential, custom study, 2019