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Ethel M[®] Chocolates – Fact Sheet

What's New

Now retailers nationwide can offer their shoppers the Ethel M Chocolates gourmet experience. A new wholesale division launched in April 2017, enabling retail buyers to select from a new portfolio of premium items, like the Nostalgia Candy Bar Collection, chocolate bars, boxed chocolates, and gifts for the holiday, including Christmas, Valentine's Day and Easter. The Ethel M team will work with retailers to customize displays to attract attention and generate purchases.

Brand History

Inspired by the recipes of Ethel Mars (which date back to 1910), Forrest Mars Sr. created Ethel M[®] Chocolates in 1981 in his mother's honor. Ethel M Chocolates produces specialty chocolates in small batches using the finest ingredients, with no preservatives, sourced from sustainable, Fairtrade farmers and produced using solar power.

Over a century ago, Ethel Mars taught her son how to make gourmet chocolate candy in her Tacoma kitchen, a passion he continued to perfect over many years. In the 1920s, Forrest and his father, Frank Mars, created MILKY WAY[®] Bar, which led them to establish the world-renowned Mars, Incorporated.

Using his mother's timeless recipes, Forrest's vision of sharing fresh-crafted, small-batch, premium chocolates was born with Ethel M Chocolates. In his factory just outside of Las Vegas in the arid Nevada desert, Forrest went to extraordinary lengths to produce unique chocolates and fillings with uncompromising quality.

At Ethel M Chocolates, you will find deliciously fresh chocolates produced by passionate Mars associates (and family). The gourmet fillings and decadent chocolates are infused with a precise blend of love, art and science, and the result is always something magical.

The gourmet chocolates are available in six retail locations in the Las Vegas area and at EthelM.com. In addition, consumers can visit the historic chocolate factory in Henderson, Nev., and the adjacent world-famous Ethel M Botanical Cactus Garden. Daily Chocolate Tasting Classes are also available at Ethel M Chocolate's factory.

As a testament to the Mars, Incorporated commitment to sustainability, the Ethel M Chocolates' facility has achieved "zero waste to landfill," and a state-of-the-art solar garden provides 100 percent of the electrical energy to the plant during peak operating hours.

Portfolio

The Ethel M portfolio includes a wide range of delicacies, from its customer-favorite pecan brittle and premium caramels to exquisite truffles, fresh-crafted Satin Crèmes[®] and signature Crème Liqueurs.

Those seeking to add a personal touch can create a custom box of chocolates by selecting individual chocolates from the Ethel M collection and choosing a stylish box and ribbon.

Ethel M Chocolates are best enjoyed within 2-4 weeks after purchase and have a distinct smooth texture and taste.

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Ethel M® Chocolates Brand Insights

- Premium Chocolate has experienced a 56 percent sales growth in the U.S. since 2013. (*National Confectioners Association 2016*)
- 85 percent of consumers gift chocolate or candy during the Christmas season. (*Christmas Beacon Report 2013*)
- During the holiday season, 60 percent of shoppers use candy as a main, add-on or hostess gift. (*National Confectioners Association 2016*)
- Super Premium chocolate gifting is growing at 8%, surpassing Premium and challenging Mass. (*Nielsen, 2016*)