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MILKY WAY® Brand – Fact Sheet

What's New:

- Coming in spring 2018, MILKY WAY® introduces MILKY WAY® Fudge in both share size and minis SUP. MILKY WAY® Fudge is a new distractingly delicious bar made with rich chocolate, golden caramel and fudge nougat.
- In Q1 the brand is expanding its presence in the 100 cal space by launching Milky Way Midnight
- The brand continues to support the successful “Sorry I was Eating a MILKY WAY®” campaign, and is due to launch new advertising May 2018
- To revive on-shelf velocity and improve shop ability for the MILKY WAY® Original and Midnight Minis packs, new SUP (stand up pouches) packaging began flowing into stores beginning April 2018.

Brand History

Created in 1923 and designed to capture the taste of malted milk shakes, MILKY WAY® Bar was named after a famed malted milk drink of the day. MILKY WAY® Bars are made of chocolate malt flavored nougat and caramel covered with milk chocolate. MILKY WAY® Bar is available in several formats: as a 100 cal bar, Single Size bar, Share Size bar, FUN SIZE®, Miniatures, and in limited edition seasonal flavors during the holidays.

Portfolio

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

- **MILKY WAY MIDNIGHT® Bars** are vanilla-flavored nougat, caramel, and dark chocolate.
- **MILKY WAY® Simply Caramel Bars** are bursting with nothing but caramel and coated in irresistible MILKY WAY® Brand chocolate.
- **MILKY WAY® Fudge** with rich chocolate, golden caramel, and fudge nougat

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