



MILKY WAY® - Fact Sheet

What's New

In spring 2018, MILKY WAY® introduced MILKY WAY® Fudge in both Share Size and Mini SUP. Rotational item MILKY WAY® Fudge is a new distractingly delicious bar made with rich chocolate, golden caramel and fudge nougat.

The introduction of Milky Way® Fudge marks the newest addition to the Milky Way® lineup since the release of Milky Way® Simply Caramel in 2010.

To revive on-shelf velocity and improve shopability for the MILKY WAY® Original and Midnight Minis packs, new SUP (stand up pouches) packaging began flowing into stores 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 calorie 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® FUDGE delivers a delicious fudge-flavored nougat.
- 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.

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