

Mars Ice Cream - Fact Sheet

What's New

SNICKERS® Dark Chocolate Ice Cream Bars are made of peanut butter-chocolate ice cream and dipped in dark chocolate. It will be the first-ever new flavor ice cream for the brand. Line priced with SNICKERS® Ice Cream Bars, available January 2019.

TWIX® Triple Chocolate Ice Cream Bars are made of rich & creamy chocolate ice cream, smooth caramel and crunchy chocolate cookies, surrounded by a delicious, chocolatey coating. It will be the first-ever flavor innovation for TWIX® Ice Cream brand. Line priced with TWIX® Ice Cream Bars, available January 2019.

DOVE® Gelato Bars feature two new indulgent flavors of creamy gelato, dipped in the silky-smooth DOVE® Chocolate fans know and love. Available January 2019, line priced with DOVE® Sorbet 6-pack. DOVE® Gelato Salted Caramel bars are rich salted caramel gelato with dark chocolate and butter toffee bits. DOVE® Gelato Triple Chocolate bars are rich chocolate gelato with dark chocolate and chocolate cookie bits.

Brand History

The history of the Mars Ice Cream business is steeped in family tradition. Greek-American candy store owner Leo Stefanos created delicious DOVE® Chocolate in the 1950s. Leo named the hand-dipping ice cream in premium chocolate after his South Side Chicago candy shop. Those first rich, creamy DOVEBAR® Ice Cream Bars were an instant success, but it wasn't until Leo's son grew up and followed in his father's footsteps that DOVE® Chocolate became known from coast to coast. By the late 1970s, over 1 million DOVEBAR® Ice Cream Bars were sold in a single year by street vendors to eager children and adults.

The DOVEBAR® popularity soon caught the attention of another family of expert chocolatiers. Mars, Incorporated acquired DOVE® Chocolate in 1986 and moved the business to Burr Ridge, Illinois. The company refined the purity and taste of DOVE® Chocolate before introducing milk and dark chocolate bars in the 1990s. The SNICKERS® Ice Cream Bar line was added in 1992.

Portfolio

Ice Cream Bars

- SNICKERS® Ice Cream Bar
- SNICKERS® Dark Ice Cream Bar *NEW*
- TWIX® Ice Cream Bar
- TWIX® Triple Chocolate Ice Cream Bar *NEW*
- M&M'S® Brand Ice Cream Bar
- MILKY WAY® Brand Ice Cream Bar (multipack only)
- DOVEBAR® Vanilla Ice Cream with Milk Chocolate
- DOVEBAR® Vanilla Ice Cream with Dark Chocolate
- DOVEBAR® Caramel Swirl with Milk Chocolate Cashew (impulse only)

- DOVEBAR® Chocolate Ice Cream with Dark Chocolate (multipack only)
- DOVEBAR® Vanilla Ice Cream with Milk Chocolate and Almonds (multipack only)

Ice Cream Minis (multipacks only)

- SNICKERS® Brand Ice Cream Minis
- TWIX® Brand Ice Cream Minis
- M&M'S® Brand Ice Cream Minis
- DOVEBAR® Miniatures Variety Pack with Dark Chocolate
- DOVEBAR® Miniatures Variety Pack with Milk Chocolate

Ice Cream Cones

- SNICKERS® Ice Cream Cone
- M&M'S® Brand Ice Cream Cone

Ice Cream Cookie Sandwiches

- M&M'S® Brand Chocolate Cookie
- M&M'S® Brand Vanilla Cookie

Ice Cream Pints

- SNICKERS® Brand Ice Cream
- TWIX® Brand Ice Cream
- M&M'S® Brand Ice Cream
- MILKY WAY® Brand Ice Cream
- DOVE® UNCONDITIONAL CHOCOLATE Ice Cream
- DOVE® MINT CHOCOLATE CHUNK Ice Cream

Sorbet Bars (multipacks only)

- DOVE® Mango Sorbet with Dark Chocolate
- DOVE® Strawberry Sorbet with Milk Chocolate
- DOVE® Raspberry Sorbet with Dark Chocolate
- STARBURST™ Strawberry Sorbet Bar

Gelato Bars (multipacks only)

- DOVE® Salted Caramel *NEW*
- DOVE® Triple Chocolate *NEW*

Connect with the Brand

- www.mms.com
- www.dovechocolate.com
- www.snickers.com
- www.twix.com

Brand Insights

- SNICKERS® Ice Cream Bar is the #1 selling frozen Novelty in the convenience channel. (Source: Nielsen)

- Mars Ice Cream frozen novelties from SNICKERS®, TWIX®, MILKY WAY® and DOVE® Brands are made with real ice cream, offering the quality and flavor that consumers value.
- Mars Ice Cream continues to study category management, building on the 2010 Mars Ice Cream Assortment Study. Updated research continues to show that retailers who carry the best products from a variety of manufacturers have higher sales than retailers who only carry products from a single manufacturer or who are missing the top-selling products. In addition, consumer purchase decision tree research from 2018 shows that brands matter when it comes to frozen novelty and ice cream purchases — consumers will look for a specific brand before deciding on other factors such as flavor and format, further proving that having the right brands on shelf matters for conversion.