



I MELT FOR NO ONE

M&M's are one of the Mars company's best known chocolate products. The name of the candy comes from the names Mars and Murrie, the partners who developed the brand. The candy coated chocolate started in limited variety and colors and has developed into a wide spectrum of both flavors and colors over the years.

THE HISTORY

1940

m

— M&M's are introduced to American soldiers during WWII, who carried cardboard tubes of them as snacks.

1950

m

— Packaging changes from a tube to the current brown bag.

m

— The first "m" is printed onto the candies in black.

m

— Peanut M&M's are introduced, and the M&M's characters debut on TV. "Melts in your mouth, not in your hands" becomes the tagline. The "m" on the candy changes from black to white.

1960

m

— Red, yellow and green are added to the once tan Peanut M&M's.

*1961 to 1976 were quiet years for M&M's history.

1970

m

— The color orange replaces red, which is discontinued because of health concerns related to food coloring.

1980

m

— M&M's are introduced in more than 15 countries.

m

— M&M's become the first candy in space.

m

— Consumer demand brings red M&M's back.

m

— Almond M&M's are introduced.

m

— Mint M&M's are introduced.

1990

m

— Peanut Butter M&M's are introduced.

2000

m

— 10 million people vote to add the color blue.

m

— The character Green makes her TV debut.

m

— M&M's are named official candy of the new millennium.

m

— Crispy M&M's and the character debut.

m

— Plain M&M's were renamed Milk Chocolate M&M's.

2010

m

— The M&M's website offers custom printing of 17 colors.

m

— Coconut M&M's are introduced.

m

— Pretzel M&M's are introduced.



THE PROCESS

1. Liquid chocolate is poured into molds to create the round center.

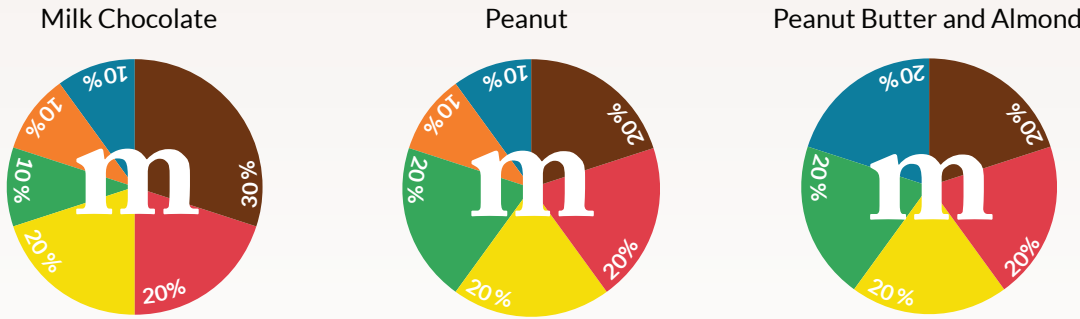
2. The circles are coated with liquid candy several times, which creates the hard shell.

3. The candies are combined to create a multi-colored group.

4. Each M&M is stamped with the trademark "m".

THE COLORS

These charts show the average proportion of colors in a bag of the four popular M&M's flavors.



THE VARIETIES

The M&M's portrayed are available year round. Mars also sells M&M's Minis, M&M's Premiums in Mint Thrills and Chocolate Trio, M&M's Mint Chocolate, and M&M's Cherry Cordial.

