

**WE'RE MAKING
Caramel FUN**



It's no secret that customers love caramel. It's on nearly 30% of menus and projected to grow 16% in the next 4 years.¹ Just think of what happens when you bring M&M'S® Caramel Chocolate Candies into the picture. They add profit-building, signature appeal to baked goods, frozen treats and beverages to capture a growing flavor trend.

52%

of customers are willing to
PAY MORE
FOR PREMIUM DESSERTS
THAT FEATURE **M&M'S®**
over a standard
version.²

M&M'S® Caramel
Chocolate Candies had the

HIGHEST
6-MONTH TRIAL RATE
IN HISTORY!³



Stuffed Molten Caramel Brownie made with M&M'S®
Caramel Chocolate Candies and DOVE® Milk Chocolate



Brownie Bars made with M&M'S® Caramel Chocolate Candies and DOVE® Dark Chocolate

Makes: 12 servings

INGREDIENTS

¾ cup M&M'S® Caramel Chocolate Candies, chopped
 ½ cup DOVE® Dark Chocolate, chopped
 3½ cups white cake mix
 1 each egg
 ½ cup whole milk
 ½ cup vegetable oil
 1 t vanilla extract
 ¼ cup white chocolate sauce

DIRECTIONS

1. Preheat oven to 350°F. Spray quarter sheet pan with baking spray and set aside.
2. In a mixing bowl, combine cake mix, egg, milk, oil and vanilla extract until smooth.
3. Add M&M'S® Caramel Chocolate Candies and DOVE® Dark Chocolate.
4. Spread mixture evenly onto prepared sheet pan.
5. Bake for about 18 minutes or until lightly golden brown. Remove from oven.
6. Once cooled, portion into bars, drizzle with white chocolate sauce and serve.



Caramel Apple Crunch Cookies made with M&M'S® Caramel Chocolate Candies

Makes: 24 servings

INGREDIENTS

STREUSEL CRUMB TOPPING

¾ cup all-purpose flour
 ½ cup sugar
 ¼ t ground cinnamon
 Pinch of salt

6 T butter, chilled, diced

CARAMEL APPLE CRUNCH COOKIES

1 cup M&M'S® Caramel Chocolate Candies, chopped
 1 cup butter, softened
 1 cup sugar
 1 cup light brown sugar, packed
 1 t vanilla extract
 2 each eggs
 ¾ cup apples, peeled, diced small
 2 t ground cinnamon, divided
 2 cups all-purpose flour
 1 t baking soda
 1 t salt
 3 cups quick oats

DIRECTIONS

STREUSEL CRUMB TOPPING

1. In a mixing bowl, combine flour, sugar, cinnamon and salt. Cut in butter until texture is crumbly.

CARAMEL APPLE CRUNCH COOKIE

2. Preheat oven to 350°F. Prepare two baking pans with baking spray.
3. In a mixing bowl, combine butter, sugar and brown sugar until creamy. Add vanilla and the eggs one at a time until smooth.
4. In a separate bowl, coat diced apples with half of the cinnamon and set aside.
5. In a large bowl, combine flour, baking soda, salt and remaining cinnamon. Add the dry into the creamed mixture. Fold in M&M'S® Caramel Chocolate Candies, oats and cinnamon apples. Store chilled about 1 hour.
6. Portion the dough into two-inch balls and flatten on baking sheet. Bake for about 10 minutes. Remove the cookies and top with Streusel Crumb Topping. Bake for another 10-12 minutes. Remove from oven and serve.



Flavors like caramel apple are popular in limited-time offers because they trigger nostalgia inspired by seasonal change and holidays.⁴

| ITEM NO. | PRODUCT DESCRIPTION |
|----------|--|
| 331995 | M&M'S® Caramel Chocolate Candies Fun Size Bulk 20LB |
| 348725 | M&M'S® Caramel Chocolate Candies Bulk 25LB |
| 328993 | M&M'S® Caramel Chocolate Candies 1.41 OZ 24/CS |
| 348730 | M&M'S® Caramel Chocolate Candies Box Pack 30Z 12/CS |
| 328999 | M&M'S® Caramel Chocolate Candies Stand Up Pouch 9.6OZ 8/CS |
| 328996 | M&M'S® Caramel Chocolate Candies King Size 2.83OZ 24/CS |

M&M'S® Caramel Chocolate Candies are a fun way to create offerings customers will love.

For more delicious recipes and on-trend inspiration, visit MARSFoodservices.com

1. Datassential, MenuTrends, Feb. 2019 2. Datassential, custom study, 2016 3. Nielsen, Shopper Decision Tree, last 52 weeks ending 1/27/18 4. Nunes, Keith, "The tastes forecast to trend in 2019," Food Business News, Jan. 10, 2019 © 2019 Mars or Affiliates