

# — SEE WHERE PIZZA CAN GO —

## Get the brands that help menus succeed.

There's a reason why pizza is America's favorite food.<sup>1</sup> Diners can't get enough of it. To get ahead, your menu needs to excel in more than just one daypart—you need brands that can enhance delicious cross-daypart dishes and sell pizza. Since 50% of consumers are willing to pay for MARS WRIGLEY Confectionery brands included in desserts,<sup>2</sup> our brands are perfect for getting the buzz, traffic and sales necessary to help drive your menu to success.



**UNIQUE  
SWEET  
TREND**

**50%**  
of consumers are willing to  
**PAY MORE**  
for MARS WRIGLEY Confectionery  
brands included in desserts<sup>2</sup>



Caramel Apple Crunch Pizza  
made with TWIX® Cookie Bars

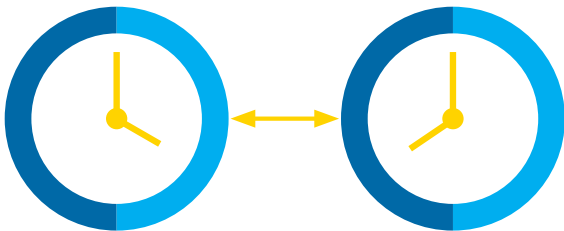
**DESSERT PIZZAS ARE FOUND ON LESS THAN 1% OF MENUS.<sup>3</sup>  
THIS IS YOUR CHANCE TO POSITION THEM AS A UNIQUE SWEET OFFERING.**

# — THE NEW DAYPART —

With more consumers eating in-between meals, snacking has become a new daypart. That means with a little help from MARS Foodservices brands, pizza can fit any daypart.

**19%**  
of foodservice  
**OCCASIONS ARE  
SNACKING**<sup>4</sup>

Pizza is typically ordered between  
**4pm & 8pm**<sup>5</sup>



blurring the line between the  
afternoon snack and dinner dayparts.

**11%**  
of consumers enjoyed  
**PIZZA AS A  
SNACK**  
YESTERDAY<sup>4</sup>



## AN EVEN BETTER DESSERT

Desserts aren't just for after dinner any more. Dessert snacks are overtaking after-meal desserts as the top dessert occasion.

**48%** — ATE DESSERT —  
of consumers **AFTER A MEAL**<sup>6</sup>



**52%** — ATE DESSERT —  
of them **AS A SNACK**<sup>6</sup>

Menuing snackable, shareable treats made with a MARS WRIGLEY Confectionery brand inclusion can entice between-meal purchases.



**75%**

of consumers say  
MARS WRIGLEY  
Confectionery brands  
make desserts higher  
in quality.<sup>2</sup>

67% of consumers are more likely to purchase a dessert with a familiar brand name.<sup>2</sup>

➔ **SATISFY CONSUMER CRAVINGS FOR A POST-PIZZA TREAT.**  
Offer delivery deals bundled with MARS WRIGLEY Confectionery Candy.



# — TIME TO GET INNOVATIVE —

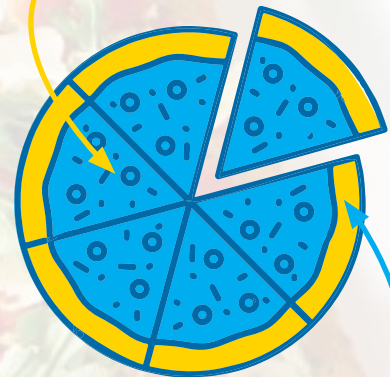
Consumers want more than the usual: They're looking for functional, protein-packed foods that taste good and have a positive impact on their well-being.<sup>7</sup> Not only that, but 80% want premium, innovative toppings and ingredient upgrade options<sup>5</sup> like the ones you'll find from MARS Foodservices—and they're more than willing to pay for them.

Over the last 5 years,  
**QUINOA HAS GROWN 119%**  
on US menus<sup>3</sup>

## LET THEM BUILD IT

More consumers are looking to customize. Nearly 50% choose build-your-own pizza when given the option.<sup>5</sup>

Men typically look to add protein to their pizza<sup>5</sup>



Women typically look to upgrade their crust and sauce<sup>5</sup>

**30%**  
of consumers opt to  
**UPGRADE THEIR CRUST<sup>5</sup>**

**100% whole grain, completely vegetarian and heart-healthy!**

As protein-rich ingredients, **UNCLE BEN'S<sup>®</sup> Quinoa and Ancient Grains** add on-trend appeal to pizza crusts and toppings.

**PROTEIN-RICH GRAINS, LIKE QUINOA, ARE A TOP TREND IN 2019<sup>8</sup>**

Pacific Northwest Flatbread made with **UNCLE BEN'S<sup>™</sup> INTERNATIONAL GRAINS<sup>™</sup> Quinoa & Ancient Grains Medley**

# — OUR ICONIC BRANDS MAKE THE DIFFERENCE —



In-store displays drive impulse purchases and deliver up to a **22% LIFT IN SALES**<sup>9</sup>

36% of consumers bought a snack impulsively while away from home and 86% of those snackers had a brand in mind.<sup>10</sup>



**MARS WRIGLEY Confectionery brands set your menu apart and get customers excited for some of the most loved candy brands in the US.**

**Our branded racks filled with America's most loved candy can help increase impulse purchases.**

	Item #	Product Name
Bag	333225	UNCLE BEN'S™ INTERNATIONAL GRAINS™ Quinoa & Ancient Grains Medley 2/5lb
Bulk	108280	M&M'S® Brand Milk Chocolate Baking Bits 25lb Bulk
Bulk	366061	DOVE® Chocolate Baking Chips 25lb Bulk
Bulk	348725	M&M'S® Brand Caramel Chocolate Candies 25lb Bulk
Sharing	361690	Mixed Variety Bag Stand-Up Pouch 8.9oz 8cs
Sharing	361658	Miniatures Mixed Variety Pack 16.0oz 8cs
Sharing	24723	SKITTLES® Original Candies 9.0oz 8cs
Sharing	25720	SKITTLES® Sweet Heat Candies 7.2oz 8cs
Sharing	20161	STARBURST® Minis Candies 8oz 8cs
Sharing	27608	STARBURST® Sours Gummy Candies 8oz 8cs
Singles/Box Pack	313609	M&M'S® Peanut Movie Box Pack 3.1oz 12cs
Singles/Box Pack	348730	M&M'S® Caramel Box Pack 3oz 12cs
Singles/Box Pack	23775	STARBURST® Original Box Pack 3.5oz 12cs
Singles/Box Pack	24992	SKITTLES® Sweets & Sours Box Pack 3.5oz 12cs
Singles/Box Pack	23773	SKITTLES® Original Box Pack 3.5oz 12cs
Chopped Candies	M350-100	Chopped M&M'S® Brand Chocolate Candies 10lb
Chopped Candies	S461-100	Chopped SNICKERS® Bars 10lb
Chopped Candies	T536-100	Chopped TWIX® Cookie Bars 10lb

1. Datassential, FoodBytes, Aug. 2018 2. Datassential, proprietary MARS Foodservices study, 2016 3. Datassential, MenuTrends, accessed 1/24/19 4. Wolf, Barney, "Inside Snacking's Takeover," QSR, Nov. 2017, <https://www.qsrmagazine.com/menu-innovations/inside-snackings-takeover> 5. Datassential, Pizza Power, Aug. 2018 6. Datassential, Keynote Report: Desserts, Aug. 2016 7. Henkes, David, The eight global foodservice trends to capture in 2019, just-food.com 8. National Restaurant Association, What's Hot 2019 Culinary Forecast, Jan. 2019 9 Nielsen data and MARS Foodservices internal testing, 2017 10. Nielsen Digital Shopping Fundamentals & Category Shopping Fundamentals, 2017



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