

# — MAKING FROZEN TREATS EVEN BETTER —

## Big ice cream profits start with MARS WRIGLEY brands.

There's nothing quite like frozen treats to bring out a customer's inner child and put a smile on their face. With MARS WRIGLEY confections, differentiating your offerings with America's most loved chocolate brands is easy and will satisfy the more than 40% of Americans who will eat ice cream within the next two weeks.<sup>1</sup>

From classic sundaes to buzzworthy frozen treat mash-ups, adding our branded chocolate candies increases major customer appeal and profit potential.



— GET —  
**WHIMSICAL  
WITH FROZEN  
DESSERTS**

**MARS**  
foodservices  
US

**40%**  
OF AMERICANS WILL  
**EAT ICE CREAM**  
within the next two weeks<sup>1</sup>



Mini Sundaes made with  
M&M'S® Brand Minis Milk Chocolate Candies

M&M'S®, SNICKERS®, TWIX®, MILKY WAY® and DOVE®  
are versatile chocolate foundations for real profit-building power.

# — THE FLAVORS CUSTOMERS REMEMBER —

Nostalgic and indulgent flavors have quickly become menu favorites.<sup>2</sup> Customers are craving over-the-top frozen desserts that bring them back to the whimsical, childlike treats of their past.

**29%**  
of consumers  
**PLACE IMPORTANCE ON  
NAME-BRAND  
ICE CREAM**<sup>3</sup>



**57%**  
prefer  
**ICE CREAM CAKE**<sup>4</sup>  
made with  
**SNICKERS**

**51%**  
of consumers say  
**SUNDAES  
AND ICE CREAM**  
made with  
**MilkyWay**  
**HAVE APPEAL**<sup>4</sup>



## MAKE SNACKABLE PACKABLE

Customers are looking for frozen desserts they can take with them on the go to eat as a snack. The convenient portability of frozen favorites like milkshakes and ice cream sandwiches has increased their popularity at QSRs.<sup>5</sup>

We offer custom solutions—from custom recipe development and new menu innovation to promotion activation support.

**58%**  
WOULD PAY  
A PREMIUM

Salted Caramel Brownie Parfait  
made with MILKY WAY®



**60%**  
of desserts are  
eaten as a snack  
between afternoon  
and late night<sup>3</sup>

➔ FROM MIX-INS TO OVER-THE-TOP "FREAKSHAKE" TOPPINGS, our products deliver the nostalgic treats consumers are looking for.

# — SUSTAINABLE TREATS START HERE —

Millennial and Gen Z consumers are placing a growing emphasis on ingredient freshness and transparent sourcing. Trusted, sustainably sourced products like Rainforest Alliance Certified DOVE® Dark Chocolate add quality appeal to frozen desserts.<sup>6</sup>

## MARS IS THE ONLY

MAJOR GLOBAL CHOCOLATE MANUFACTURER  
to work with the three main certification organizations



THE AIM IS  
**100%**  
of cocoa from  
certified sources  
by 2020

DOVE® Chocolate is made from the finest quality cacao beans for an exceptional, silky smooth chocolate experience. Made with 100% pure cocoa butter.



### DELICIOUS ANY TIME OF THE DAY

Nearly 25% of consumers say they like to eat a dessert as a mid-morning snack, blurring the lines between breakfast and dessert items.<sup>7</sup>

Give customers what they're craving with a mix of dessert and breakfast, featuring on-trend treats made with MARS WRIGLEY branded candies.

Mix in our chocolate candies to add a sweet complement to breakfast-inspired milkshake flavors like coffee or Earl Grey tea.



**75%**

of consumers prefer

**Dove**  
Chocolate

to a generic  
chocolate<sup>8</sup>

Mini Cookies filled with Ice Cream, half-dipped in DOVE® Dark Chocolate and rolled in Chopped M&M'S® Brand Minis Milk Chocolate Candies



Frozen Caramel Mocha made with M&M'S® Caramel Chocolate Candies and DOVE® Dark Chocolate

# — SOMETHING NEW TO LOVE —

**DIFFERENT IS DELICIOUS**



Gen Z and Millennials are eager to try new things and are craving more depth to their ice cream flavors. By incorporating MARS WRIGLEY Confectionery products, you're not just creating desserts, you're developing deliciously unique experiences for your customers.

**Donut Cones Filled with Vanilla Soft-Serve Ice Cream, Covered in Chopped M&M'S® Peanut Chocolate Candies**  
Makes: 4 servings



**74%**  
of consumers say they **LOVE M&M'S®** AS PART OF ICE CREAM TREATS\*

**INGREDIENTS**

**DONUT CONE**

- 6 tablespoons unsalted butter
- 1 teaspoon salt
- ½ teaspoon vanilla
- 1 cup water
- 2 cups flour
- 1 egg
- 4 waffle cones covered with aluminum foil

**SUGGESTED SERVING**

**1/2 cup M&M'S® Peanut Chocolate Candies, chopped**

- 2 cups ice cream
- 1 donut cone

**DIRECTIONS**

1. In a pot, bring butter, salt, vanilla and water to a boil; turn heat down to medium.
2. With a wooden spoon, stir in the flour until a smooth dough forms.
3. Transfer dough to a bowl, add the egg and stir until smooth.
4. Place dough into a piping bag with a medium round tip.
5. For each cone, form the dough around the foil covered waffle cone. Freeze for two hours.
6. Remove from freezer and take dough off of cone mold.
7. Preheat a fryer to 350°F.
8. Gently place cone in fryer and cook until golden brown.
9. Fill each cone with ice cream and top with M&M'S® Peanut Chocolate Candies.

	Item #	Product Name
Bulk	108280	M&M'S® Milk Chocolate Baking Bits 25LB Bulk
Bulk	366061	DOVE® Chocolate Baking Chips 25LB Bulk
Bulk	348725	M&M'S® Caramel Chocolate Candies 25LB Bulk
Bulk	108419	M&M'S® Milk Chocolate Candies 25LB Bulk
Bulk	144686	M&M'S® Peanut Chocolate Candies 25LB Bulk
Chopped Candies	S461-100*	Chopped SNICKERS® Bars 10LB
Chopped Candies	T536-100*	Chopped TWIX® Cookie Bars 10LB
Chopped Candies	M347-100*	M&M'S® Peanut Chocolate Candies Chopped 10LB Bulk
Chopped Candies	M350-080*	M&M'S® Milk Chocolate Candies Chopped 8LB Bulk
Chopped Candies	M350-100*	M&M'S® Milk Chocolate Candies Chopped 10LB Bulk
Chopped Candies	M367-101*	Chopped MILKY WAY® Bars 10LB

1. Brandongaille.com, 25 Great Ice Cream Consumption Statistics, May 2017 2. Imbibe, mid-year flavor trend analysis, Jun. 27, 2018 3. Datassential, Desserts Keynote Report, 2016  
4. Datassential, custom study, 2016 5. Datassential, MenuTrends, 2018 6. Beckett, Alex, Ice Cream Innovation: 10 products tapping into future trends, Mintel  
7. "Boosting all-day dessert sales," FoodService Director, Jul. 31, 2018 8. Datassential, MARS Brand Power, 2018 9. Datassential, MARS Foodservices study, Aug. 2015



\* Available at [www.trtoppers.com](http://www.trtoppers.com)  
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