



LET OUR BRANDS DO THE TALKING.

Use our Online Logo Access System to create merchandising that sells more desserts.



Branded Logos Now Available Through Our Online Logo Access System



Branded Names Boost Sales Appeal

According to a recent survey, customers are more compelled to indulge in dessert when they know it's made with MARS® Brand Candies such as SNICKERS®, M&M'S®, and TWIX®.¹ Merchandise the brands they love using our logos, and they'll say yes a lot more often!

Consumers Will Pay More for MARS® Brands

- Consumers are willing to pay 10% more for a branded LTO dessert¹
- M&M'S® is the largest everyday candy brand²
- SNICKERS® is the #1 candy bar in America³
- TWIX® has the highest overall product rating of all its competitors⁴

How to Get Started

To show customers you proudly serve their favorite MARS® brands, visit www.MARSfoodservices.com and click on "Need a MARS® Logo?"

1. Review the terms and conditions
2. Ensure you are using at least the minimum specified amount of MARS® product in your dessert recipe
3. Use MARS® Brand logos in an approved format
4. Submit artwork to MARS® Foodservices for approval (the approval process typically takes 3 days)

MARS® Logo Usage Do's and Don'ts

To ensure your artwork gains approval, be sure to follow the simple guidelines below. For questions, feel free to call us at 1-800-432-2331.

- MARS® marks/logos must appear in upper case block letters followed by the registration symbol

EXAMPLE Moon Rock made with M&M'S® Brand Milk Chocolate Candies
Caramel Banana Sundae made with TWIX® Caramel Cookie Bars

- Licensed MARS® characters may not be used
- Logos should be secondary, not primary, in relation to the company or product name
- The MARS® logo tool is intended for foodservice operator use only and should not be used for personal or nonfoodservice applications



¹MARS® Branded Desserts Study, May 2009

²IRI FEDMC 52 weeks ending 8-8-10

³IRI 52 weeks ending 1-1-10

⁴IPSOS, ASI 2004