

# Ethel M Fact Sheet

## Overview:

Ethel M Chocolates is the premier chocolatier in Nevada, crafting locally-made, preservative-free confections since 1981. In addition to producing some of the world's finest gourmet chocolates, Ethel M's factory tour, Cactus Garden and Gift Shop are top Las Vegas attractions with tourists and locals alike. Guests are free to get an up-close view of how our treats are made, explore our three-acre cactus garden, and shop to their heart's content.

## History:

Upon retiring from the famous Mars candy company in the 1970's, Forrest Mars, Sr. moved to Henderson, Nevada to enjoy the warm climate. His retirement proved short-lived when he realized that Las Vegas was fast becoming one of the most-visited tourist destinations in the world. He soon established a new chocolate company, naming it Ethel M in honor of his mother. As part of this tribute, he also began making chocolates from his mother's time-tested family recipes, using only the freshest ingredients and no preservatives. Forrest's passion for making quality Ethel M Chocolates made each piece more special than the last and that's how our chocolates are still made today!

## Our Calling:

Freshness and quality are at the center of everything we do.

- Our chocolates are preservative-free
- We use only the finest, freshest ingredients available
- Our chocolate is bean-to-box; all ingredients are bought directly from the source
- All our cocoa beans are responsibly, sustainably sourced
- On-site solar garden means we use green energy to power production
- Our production site is 100% landfill-free

For more information on our sustainability efforts, please visit: [www.mars.com/cocoasustainability](http://www.mars.com/cocoasustainability)

2 Cactus Garden Drive | Henderson, NV 89014  
Open Daily, 8:30am-6pm | [ethelm.com](http://ethelm.com)

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### Cactus Garden:

Ethel M's Cactus Garden is the largest collection of its kind in Nevada, and features three acres of drought-tolerant ornamentals, cacti, and other succulents.

Over 300 species of native and imported plants can be found on the grounds. All were chosen both for their beauty and their ability to adapt to the climate of Southern Nevada.

Ethel M's Cactus Garden is open to the public. All are welcome to visit.

### Tasting Room:

Ethel M's Tasting Room experiences provide visitors with an opportunity to sample some of our finest chocolates.

- Try select chocolates offered by one of our expert chocolatiers
- Learn about our history and how our chocolates go from bean to box
- Workshops happen each hour, on the hour
- Reservations available online at [EthelM.com/tastingroom](http://EthelM.com/tastingroom)
- Starting at just \$9.99 per guest

### Tour:

Self-guided tours are available during our regular hours of operation (daily from 8:30am-6pm).

- Walkable viewing aisle offers a view of the production floor
- Available information on our fresh crafting processes
- See chocolatiers at work
- Free admission, and free samples
- Perfect for families, dates, and more

Chocolate lovers can purchase Ethel M Chocolates at several retail stores throughout Southern Nevada, online at [Ethelm.com](http://Ethelm.com), or by calling 800-438-4356.



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