



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Jennifer Jo, 702.862.4242

The Relaunch of a Blast from the Past - Ethel M Chocolates Brings Back Original 1932 Mars Bar

Ethel M Chocolates displays the world's largest digital chocolate bar at the world-famous Fremont Street Experience in honor of the relaunch

HENDERSON, Nev. (Sept. 19, 2017) – [Ethel M Chocolates](http://EthelMChocolates.com), a Nevada-based subsidiary of Mars, Inc., and maker of premium gourmet chocolates, has revived the beloved classic Mars Bar under its label.

Manufactured in 1932 by Frank C. Mars, the Mars Bar was known for its “honest to goodness” milk chocolate, creamy nougat, and whole toasted almonds. Until now, the Mars Bar has only been continuously available outside of the United States.

“The Mars Bar is a favorite among chocolate lovers everywhere,” said Oren Young, general manager of Ethel M Chocolates. “That’s why we wanted to bring back this nostalgic treat in its original form, by using the unique, hand-crafted touch that only Ethel M can offer.”

On Sept. 7, 2017, Ethel M Chocolates partnered with Fremont Street Experience in classic Downtown Las Vegas for a product launch. During the event, Ethel M Chocolates provided free samples of the candy bar and captured visitor’s reactions to the product. Patrons passing by showed their “Mars Bar Face,” paying homage to vintage Mars Bar ads. The world’s largest digital Mars Bar, measuring 1,500 feet in length, was also displayed on the prominent Fremont Street canopy.

“Downtown Las Vegas was the perfect place for us to relaunch the Mars Bar,” said Young. “This was the original Vegas Strip, and while it has a modern look, it still has that iconic feel, which is what we want to accomplish with the relaunch of the Mars Bar under the Ethel M brand.”

The Mars Bar is available for purchase at all Ethel M Chocolates retail stores, including Ethel M’s flagship store located at 2 Cactus Garden Drive, Henderson, Nevada, inside California Hotel, and McCarran International Airport at Gates A, B & C in Terminal 1 and Gates D and E in Terminal 3. They can also be purchased online at EthelM.com, Amazon.com and select Cracker Barrel stores across the U.S.

###

*** [Click here](#) for to download high-res images

*** [Click here](#) to download the video from the launch event

About Ethel M® Chocolates

Ethel M Chocolates are manufactured by Mars Chocolate North America, dedicated to creating authentic chocolates with no preservatives. Ethel M Chocolates are available in multiple locations throughout Southern Nevada, online at www.EthelM.com or by phone at 800-438-4356. The Ethel M Chocolate factory and Botanical Cactus Garden are located at 2 Cactus Garden Drive in Henderson. For more information on the Botanical Cactus Garden, events, store hours, locations and ordering products, please visit us online or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 85,000 Associates to create value for all its partners and deliver growth they are proud of every day.

For more information about Mars, please visit www.mars.com. Join us on Facebook, Twitter, LinkedIn, Instagram and YouTube.

Media Contact:

BRAINTRUST

Jennifer Jo, 702.862.4242

Jennifer.Jo@braintrustagency.com