

# Big Moments for LITTLE CANDIES

M&M's were created 76 years ago as an all-American treat for soldiers. Look how far they've come....

**1941**  
Confectioner Forrest Mars decides to create a chocolate candy for American soldiers serving in World War II. He candy-coats the pieces to keep them from melting, and **M&M's are born.** His company starts producing 200,000 pounds weekly in its Newark, NJ, factory.

**1948**  
The Mars company starts selling M&M's in **brown paper wrappers**, replacing the cardboard tubes used during the war.

**1950**  
Mars **stamps the candies** with a black "m" to differentiate them from look-alikes. The color changes to white in 1954.

**1954**  
**M&M's Peanut** debuts, along with the familiar slogan, "Melts in your mouth, not in your hand."

**1960**  
Cartoon characters **Red and Yellow** are introduced as the brand's first spokes-candies.

**1991**  
Mars unveils a new M&M's flavor: **peanut butter.** To celebrate, the company gives a \$50 savings bond to babies born in certain states on May 30, 1991.

**1995**  
After Mars decides to nix the tan candies in its standard mix, more than 10 million Americans vote on the replacement color. **Blue** beats out pink, purple and "no change" by a landslide.

**1996**  
**M&M's Minis** hit the market, sold in a plastic tube reminiscent of the candy's original packaging.

**1997**  
The first **M&M's World** store opens in Las Vegas. Locations in Orlando, FL, and New York City follow.

**2004**  
The company launches **mymms.com**, and brides start customizing candy with wedding dates, initials—and even their own faces.

**2006**  
**Dark chocolate** candies are added to the lineup.

**2010**  
Responding to the popularity of sweet-salty combos, Mars releases **M&M's Pretzels.**

**2015**  
After 10 years (and many pleas from fans), **Mars brings back M&M's Crispy**, a flavor that hit shelves in 1998 but disappeared seven years later.

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CARAMEL PHOTO: BEN GOLSTEIN/STUDIO D; FOOD STYLING: MICHELLE GATTON; SPACE SHUTTLE: GETTY IMAGES



**2017**  
**Mars announces its biggest launch yet: M&M's Caramel.**  
Coating a caramel in milk chocolate and a candy shell was no easy feat. Developers at Mars spent years researching and perfecting the process to get the gooey caramel center just right. For fans, it's the greatest thing to happen to M&M's since the arrival of the pretzel-filled candies in 2010. Open here for a sneak preview!

LIFT AND PULL HERE.

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