



M&M'S® Timeline

1941

- M&M'S® Brand Chocolate Candies introduced as military rations during World War II.

1948

- Packaging changed from a tube form to the characteristic brown pouch we know today.

1950

- The first "M" is imprinted on the candies in black, giving the chocolate candies a unique trademark.

1954

- M&M'S® Brand Peanut Chocolate Candies launched.
- The tagline "Melts in Your Mouth, Not in Your Hands" was born and the world famous M&M'S® characters made their television debut.

1958

- MARS moved to a new plant in Hackettstown, New Jersey due to the success of M&M'S® plain chocolate candies.

1960

- Three new colors—red, green and yellow—were added to the color mix.
- Yellow and Red introduced as the first M&M'S® Brand spokescandies. But, Red still claims he was introduced first by 2 seconds.

1976

- Orange joined the color mix.

1980

- M&M'S® Chocolate Candies were introduced to Australia, Austria, Belgium, Canada, Denmark, France, Germany, Hong Kong, Ireland, Italy, Japan, Malaysia, The Netherlands, Spain, Switzerland and the UK.

1982

- M&M'S® Chocolate Candies rocketed into space! They have been on every shuttle mission since.

1988

- M&M'S® Brand Almond Candies introduced.

1990

- M&M'S® became a NASCAR® sponsor with a roster of drivers that included Ken Schrader, Elliot Sadler and Kyle Busch. The M&M'S® spokescandies began appearing on the car in 1999.

1991

- M&M'S® Brand Peanut Butter Candies introduced.

1995

- M&M'S® Brand introduced Blue as a new spokescandy after 10 million people voted to add Blue to the color mix.

1996

- M&M'S® MINIS® debuted in a small tube, a nod to the original M&M'S® packaging.

1997

- Green made her successful television debut. She instantly felt at home in the spotlight and hasn't looked back since.
- M&M'S WORLD® Store opened its doors in Las Vegas.

1998

- M&M'S® Candies named the official candy of the new millennium.
- M&M'S® Crispy Candies introduced.

1999

- The world is introduced to Orange, the newest spokescandy. He immediately feared the world wanted to eat him.

2001

- For a limited time, Ms. Green's beautiful face graced the shell of all green M&M'S® candies. They were almost too pretty to eat!

2002

- Voters in more than 200 countries worldwide chose from purple, pink or aqua to join the rest of the colors in the M&M'S® bag for a limited promotion. The world's resounding choice was purple!

2004

- MY M&M'S® began offering personalized M&M'S® Candies allowing consumers to custom print on vibrant colors of M&M'S® Milk Chocolate Candies.

2005

- M&M'S WORLD® Store opened its second location in The Florida Mall in Orlando, Florida.

2006

- M&M'S WORLD® Store opened in New York City's famous Times Square and is currently New York City's largest candy store.
- M&M'S® Dark Chocolate Candies became a permanent addition.

2007

- M&M'S® Peanut Dark Chocolate Candies launched.
- The makers of M&M'S® revealed Lady Liberty's fun side with a fifty-foot statue in New York City Harbor. The smiling statue kicked off a new campaign encouraging all Americans to find their Inner M&M'S® character (or fun side) at mms.com.

2009

- M&M'S® Brand Coconut Candies returned as a permanent item.

2010

- M&M'S® Brand Pretzel Candies made their debut.

2011

- Once available only as a limited edition seasonal offering, M&M'S® Brand Mint Dark Chocolate Candies joined the permanent line up.
- M&M'S WORLD® Store opened across the pond in London's Leicester Square.
- In August 2011, the makers of M&M'S® Brand Candies achieved a Guinness World Record for creating the world's largest piñata for the 1st Birthday of M&M'S® Pretzel Candies.

2012

- Ms. Brown is introduced as the sixth M&M'S® Brand spokescandy in a commercial during the 2012 Super Bowl.
- M&M'S® Brand Raspberry Dark Chocolate Candies launched as a permanent flavor.

2014

- M&M'S® Brand Mega Milk Chocolate Candies and M&M'S® Brand Mega Peanut Chocolate Candies joined the product line up.
- M&M'S WORLD® Store opened in Shaanxi, China.

2015

- M&M'S® Crispy Candies re-introduced.