



M&Ms (Mars & Murrie)

M&M's: Multi-colored button-shaped chocolates, each of which has the letter "m" printed in lower case in white on one side, consisting of a candy shell surrounding a filling which varies depending upon the variety of M&M's.

M&M Story:

Forrest Mars Sr., of the Mars candy company, came up with the idea of a hard-shelled candy with chocolate at the center. In 1941, he struck a deal for the chocolate with Bruce Murrie, son of Hershey president William Murrie, because he anticipated there would be a chocolate shortage in the pending war. They named the candy M&M, which stood for "Mars & Murrie."

The deal gave Murrie a 20% stake in the candy, but this stake was later bought out by Mars when chocolate rationing ended at the end of the war in 1948.

Today, there are just under 50 different variations of the M&M style.

Default Varieties:

- Plain
- Peanut
- Peanut Butter
- Carmel
- Fudge Brownie
- Crispy
- Almond
- Dark Chocolate Mint
- Pretzel

Additional Varieties (plain &/or nut):

- Boo-ter Scotch
- Candy Apple
- Candy Corn
- Carrot Cake
- Cheesecake
- Chili Nut
- Chocolate Popcorn
- Coconut
- Coffee Nut
- Cookies & Cream
- Dark Chocolate
- Dulce De Leche
- English Toffee
- Espresso
- Gingerbread
- Honey Nut
- Jalapeno
- Key Lime Pie
- Marshmallow
- Milk Chocolate Cherry
- Mint Crisp
- Orange Chocolate
- Orange Vanilla Cream
- Pecan Pie
- Pumpkin Space Latte
- Razzberry
- Salted Carmel
- Strawberry Nut
- Sugar Cookie
- Toffee Peanut
- White Chocolate
- Wildly Cherry

M&M Colors:

The original colors of M&M's candies were **red**, **yellow**, **violet**, **green** and **brown**

- **Tan:** Replaced original color Violet in 1949
- **Green:** A 1970's rumor that Green M&Ms were an aphrodisiac
- **Red:** Production stopped based on a red dye cancer scare from 1976 - 1987
- **Blue:** Public vote in 1995 introduced blue in place of the better earth tone Tan

History:

- 1941** – M&M begins production in Newark and first M&Ms go on sale.
- 1942** – America enters World War II and M&Ms into soldiers' C-Rations.2.
- 1946** – World War II over, M&Ms become available to general public again.
- 1947** – Quarter-pound package of M&Ms advertised for sale at 15 cents.
- 1948** – Original cardboard tube packaging is changed to the **brown** wrapper.
- 1949** – The M&M color **Tan** replaces original color **Violet**.
- 1950** – A black "m" was imprinted on the candies.
- 1954** – The black "m" was replaced with a white "m".
- 1954** – Peanut M&Ms were introduced, initially only available in **Tan**.
- 1954** – The slogan "*Melts in your mouth, not in your hand*" introduced.
- 1960** – Peanut M&M released in additional colors (**Yellow**, **Red** and **Green**).
- 1960** – Almond M&Ms were initially marketed, but withdrawn.
- 1976** – **Red** M&Ms replaced with **Orange** based on cancer scare over **Red** dye #2.
 - NOTE: The candies never contained **Red** #2 (the dye amaranth).
- 1980** – M&Ms were introduced globally.
- 1982** – The candies went to space on the Space Shuttle Columbia.
- 1984** – M&Ms became the official snack food of the Olympics.
- 1987** – Red M&Ms re-introduced.
- 1988** – Almond M&Ms re-introduced.
- 1989** – Peanut Butter Chocolate Candies were launched.
- 1995** – Over 10 million voted to add a new color **Blue**, **Pink**, or **Purple**.
 - NOTE: The **Tan** color was replaced with the supposed winner (**Blue**).
- 1996** – M&M minis were brought into the product line and were sold in tubes.
- 1999** – Crispy M&Ms came out and they featured a soft wafer center.
- 2001** – Dulce de Leche M&Ms released.
- 2010** – Pretzel M&Ms released.
- 2017** – Caramel M&Ms released.

Links / Resources:

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|--|---------------------------------------|--------------------------------|--|
| Wikipedia | M&Ms for Military | FAQ | Comparables:
Smarties |
| Snack History | Business Insider | Flavors | Oompas |
| M&M Flavors Ranked | RetroPlanet | Say No To Blue | Cadbury Gems |

More Information: <https://www.mms.com/>