

A celebration of 75 years 1932 - 2007

Mars

Mars

Mars

Mars

Mars



## Congratulations!

I am delighted to welcome you to our 75th anniversary magazine – celebrating 75 years of successful production in Slough and sales in the UK.

It all started with the first production of the Mars® bar in August 1932, and brings us all the way to 2007 where the Slough factory will produce over 120,000 tonnes of confectionery and is now the European Home of Chocolate.

The Mars bar continues to be an icon in the UK market, occupying the no. 1 slot and loved across generations of consumers.

Over the years we have added many successful brands to our portfolio, such as Snickers®, Maltesers® and Galaxy® and we now have more brands in the Top 10 than any other manufacturer.

We are in a great position as we look to the future. We are currently experiencing one of our most successful years and we are the fastest growing chocolate manufacturer in the UK.

In particular, I am extremely proud of all the associates who continue to deliver outstanding results and demonstrate a passion for each of our Five Principles.

Let's celebrate 75 years of success, and look forward to a very bright future.

Fiona Dawson



**MARS**  
incorporated

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Dear Slough associates,

As a firm believer in globalisation and the value that creating businesses and jobs brings to the world, Forrest Mars Snr would be very proud to see the Slough of 2007. You can imagine the challenge and excitement of beginning his first enterprise and the many obstacles that had to be overcome: he would undoubtedly be delighted to see how well Slough has succeeded and prospered.

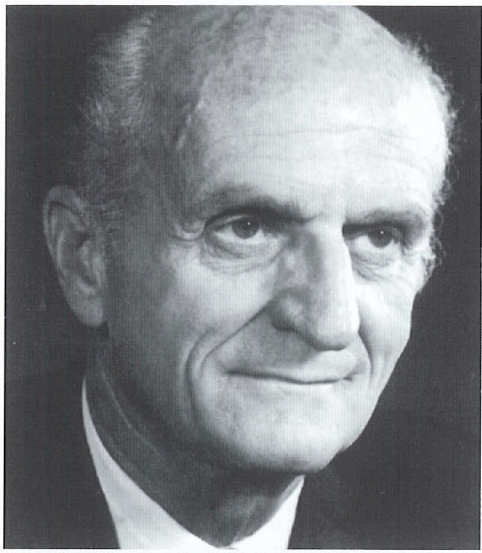
Seventy-five years ago, who would have anticipated that the brand identification of the Mars bar produced in Slough would be so strong that we could change the name on the wrapper to 'Believe' without any loss of brand recognition or loyalty? This is an incredible feat and unprecedented in the snackfood industry. We believe this is directly attributable to you, the associates who make, sell and market our products with consistency, quality and attention to detail.

As a family, we are proud of the calibre of Slough associates, the quality of the products you manufacture, and the significance that Slough plays in our history and the lives of the community, locally, as well as throughout the UK.

The Mars family congratulates you all on the auspicious occasion of your 75th anniversary. Please accept our sincere thanks and deep appreciation for all that you do for the business. We look forward to your positive impact on Mars, Incorporated continuing for at least another 75 years!

Sincerely,  
The Mars Family





Forrest E Mars



The first Mars factory

## Our place in the Mars family

The Mars snackfood business at Slough lies at the very heart of Mars, Incorporated. Slough gave the world the Mars bar – the no.1 best selling chocolate confectionery bar since records began. In the UK the Mars bar has become an icon, part of everyday British life.

It was here in Slough that the family business started by Forrest E Mars derived the unique corporate culture that still sets it apart from other firms. The Slough factory, from the beginning, was an egalitarian workplace with an open office space close to the production area. Everyone had to clock in and there were no privileges for seniority. Then, as now, the company was private and profits were ploughed back into new equipment and facilities. Seventy-five years later the same principles guide the global business.

The embryonic Slough culture was the beginning of more than a manufacturing and marketing empire: it started an entire business culture renowned the world over.

This business is still owned and run by members of a single family. After Forrest Mars' retirement in 1969, his children Forrest Jnr, John and Jacqui took over running the global enterprise. Based on the way he had founded the business they distilled his ideas into the Five Principles of Mars – Quality, Responsibility, Mutuality, Efficiency and Freedom, which still underpin the company's whole way of working.

With 40,000 associates, manufacturing sites in 65 countries and products selling worldwide, the \$21 billion global enterprise started by Forrest Mars is still a family firm.

Today 1,200 associates work for Mars in Slough, manufacturing and selling three million Mars bars a day. Confectionery is sold all over the UK and around the world.

Forrest Mars would have been delighted to see his whole global enterprise coming together as Mars Ltd, appropriately, in the 75th anniversary year of his Slough launch.



Mars Snackfood UK today



**1932**

Forrest Mars founds Mars Confections Ltd in Dorset Road, Slough.  
First Mars bars manufactured.

**1933**

Company has 100 employees.  
Move to Fairlie Road premises.

**1934**

Company takes on Bay 2.

**1935**

Milky Way launched.  
Big rival Kit Kat arrives on the scene.

**1936**

Maltesers introduced.

**1939-45**

War time. Mars bars made for allied troops all over the world. Milky Way and Maltesers stopped under food rationing.  
Dundee Road factory taken on.

**1947**

Company name change to Mars Ltd.  
First edition of Mars Magazine.  
First Mars bars exported.

**1948**

Spangles launched.

**1949**

Banjo introduced.

**1950**

End of hand manufacture of Mars bars. First continuous line introduced.

**1951**

Maltesers are re-introduced following wartime layoff.  
Bounty launched.  
First sports sponsorship – Mars Golden Helmet for national speedway championships.

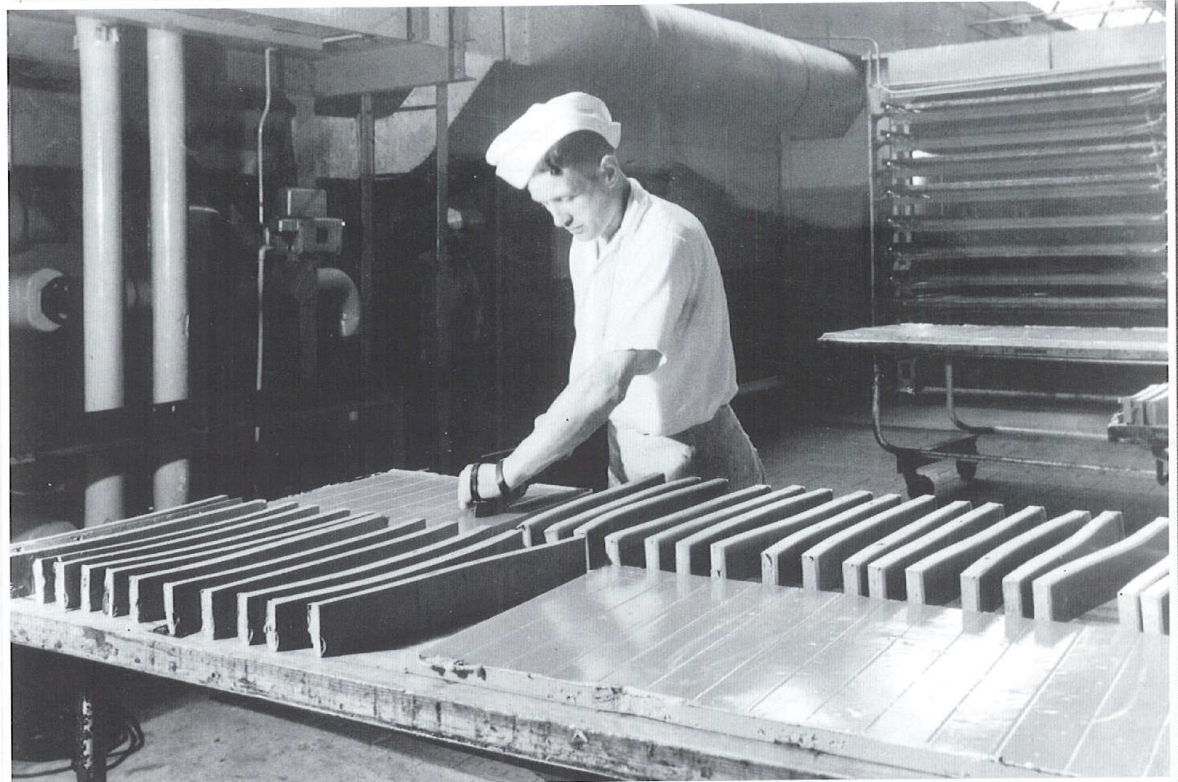
**1952**

King George VI dies; Mars Typing Services supervisor attends funeral with Red Cross.

**1953**

The end of sweet rationing brought the start of rapid growth and sales volumes virtually doubled.  
Mars bar is 21.  
Coronation year: Queen and Prince Phillip visit Slough town.

**Mars** A celebration of 75 years **1932-2007**



'Cutting' and 'stripping' in the 1930s

## Our story: the early years

The story of the world-famous Mars bar began here in Slough 75 years ago. Its secret recipe, already a great success in America, came to England in the pocket of the young Forrest E Mars who was seeking his fortune in Europe. He and his father Frank Mars had invented the chocolate bar as 'a malted milkshake in the form of a candy bar' and launched it as the Milky Way® bar in the USA in 1923.

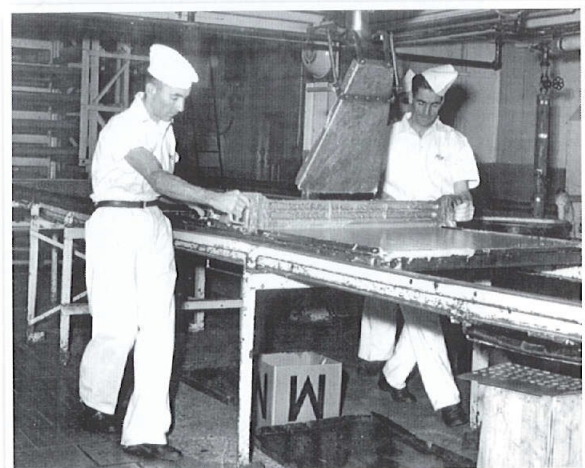
Forrest Mars rented a tiny factory in Dorset Avenue on the Slough Trading Estate and established Mars Confections Ltd on May 17, 1932. The first Mars trade-mark was registered on June 24.

At that time Cadbury and Rowntree were household names in the UK, and the most popular form of confectionery was block chocolate. The new Mars bar, with its nougat and caramel filling, was unique and proved an instant success.

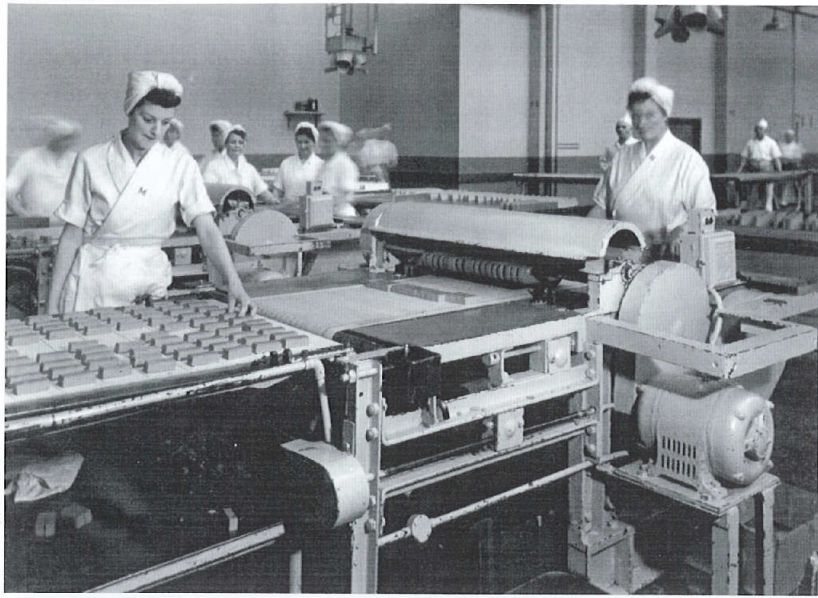
By the end of the first year sales exceeded two million, worth £15,000 and Forrest Mars employed 100 associates.

From the very beginning some of the characteristics of the company today were visible. Hygiene was all-important and the factory standards were high. Everyone wore whites, heads were covered, hands and fingernails inspected daily. At the end of each evening the factory was scrubbed down ready for the next day. Then, as now, associates were proud of their products and loyal and committed to quality.

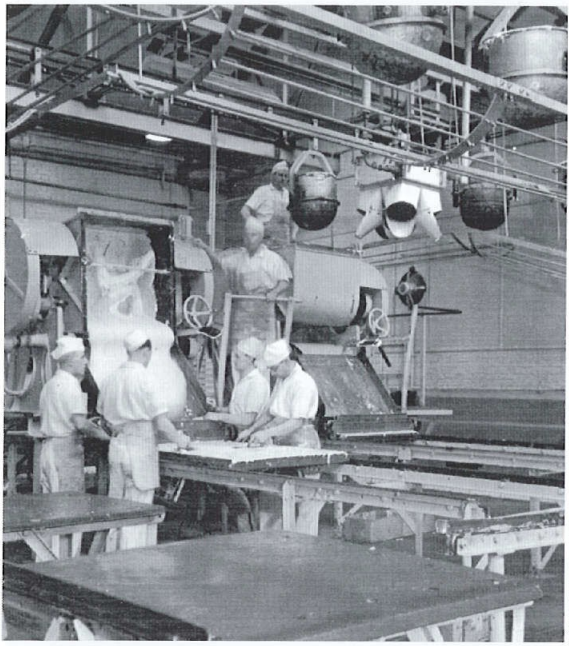
Mars bars were made and packed entirely by hand – and it was hard, physical work. Huge bags of sugar, slabs of chocolate and barrels of syrup had to be literally manhandled from the trucks at the nearby railway line into the little factory. The secret ingredient, which gave the flavour, was dried malted milk, delivered in 7lb bags. Early employees had to be aged 17 or over and physically strong. Forrest Mars picked tall people to work on the wide stripping tables, which were made for him in Burnham.







Production in the 1940s and 1950s



Packing Mars bars by hand



There was just one food mixer and the base mixture was made in batches, each one taking about 10 minutes. It was spread out on long, lightly greased, wooden tables, and levelled. Adjustable metal edges were raised to form a tray and the mixture was left to set. The whole process was repeated until all 20 tables were covered. Then a layer of caramel was poured over and, when cool, the huge blocks were cut into strips with long knives and then into bars. Finally the bars were dipped into melted chocolate and given their characteristic top swirl. The process created its own vocabulary – people worked in the production kitchen as 'spreaders', 'strippers', 'dippers' and 'toppers'.

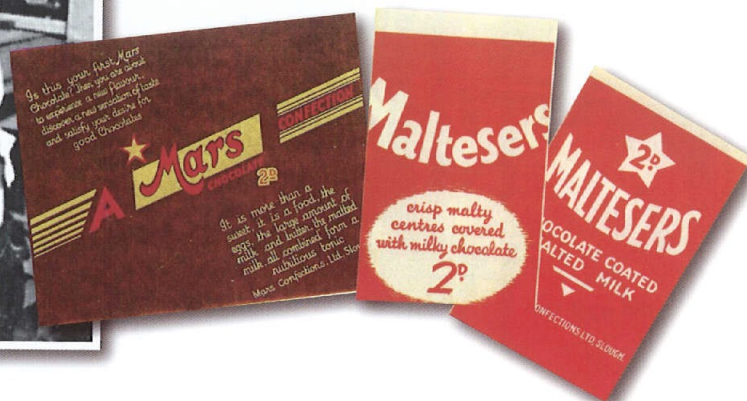
Wrapping was another hand operation – and the record was 10,000 bars wrapped in one day. No glue was used in the early days; instead the wrappers were folded each end and tucked in.

The new Mars business soon outgrew its premises and in 1933 moved across the road to a larger factory in Fairlie Road which allegedly boasted the biggest roof area in England. The new factory had to be completely re-equipped for confectionery manufacture as it had been built to assemble lorries.

New ideas were tried out and developed. The Milky Way bar was launched in 1935, followed by Maltesers a year later, both brought to a temporary halt during the war years.

The factory helped in the war effort and part of it was given over to packing bacon and Red Cross parcels for the allied troops.

Because they were in short supply at home, advertisements for Mars bars suggested that consumers should cut them into slices to make them last longer. Mars bars were promoted as a reward for hard work, even for children. One advertisement suggested that they had to be earned: "Youngsters who collect salvage, dig and save for Victory, deserve every encouragement."



## 1955

**Treets** - chocolate covered peanuts - introduced. Commercial television started and Mars was one of the first advertisers with the 'Stars Love Mars' theme, featuring Bob Monkhouse, Richard Murdoch and Petula Clark. Mars starts supporting local community with contributions to Slough Social Fund.

## 1956

**Tunes**, medicated boiled sweets, introduced. Mars becomes member of Slough Community Centre. Mars enters vending market with **Vendepac**®.

## 1957

Mars Silver Jubilee – 25 years. First long service awards. First computer leased to analyse sales data. **Milky Way** re-introduced.

## 1959

'A Mars a day helps you work, rest and play' theme on TV. **Opal Fruits** - fruit flavoured chews - launched. Company has 45 pensioners.

## 1960

Sales increased to 45,000 tons, worth £14m. **Vendepac** Automatic meal dispensing trial. Factory on four shifts, 24 hours, seven days a week.

## 1961

Supermarkets opening at rate of five a week. - impulse sales increase. M4 opens to bypass Slough. Mars starts Sales training. **Galaxy** milk chocolate launch.

## 1962

**Topic** introduced. Liverpool Road factory opened to manufacture sugar confectionery. Mars owns its first computer for invoicing.

## 1963

New laundry in Liverpool Road.

## 1964

**Glees**® introduced. Mars Magazine changes style and doubles in size.



**1966**

**Revels** - assorted milk chocolates arrive.

**1967**

**Twix** launched.

Mars office up to date with electronic switchboard and desk calculators, automatic franking machine and typewriters. Soft centred **Spangles** arrive.

**1968**

**Marathon** launch.

**Mars** first promotion '4-bar bank' breaks all records.

**1969**

**Galaxy Ripple** launched.

Multipacks were introduced to the UK for the first time.

**1970**

Sales reach 97,000 tonnes worth £38m.

Great **Mars** car rally.

Four Square Catering and Vending created.

**1971**

UK goes metric and decimal.

**1972**

**Fun Size** packs introduced.

First on-pack appeal - for funds for British Olympic team.

**1974**

**Mars** wins the Queen's Award for Export Achievement.

Locketts introduced.

**1975**

**Opal Fruits** mints become **Pacers**®.

**1976**

**Minstrels** launched (formerly **Treets**).

**Peanut Treets** become **Treets**.

**Mars Matters** goes tabloid. 'Remus Playkits' trial.

**1977**

**Twix** helps Sir Ranulph Fiennes get to the North Pole and **Mars** fortifies cyclists in Milk Race. New Dundee Road cafeteria opens.

**1979**

**Mars** wins second Queen's Award for Export Achievement. **Marsters Club** and **Mars Matters** charity formed.

**Mars** A celebration of 75 years **1932-2007**

Part of the office in 1952



## Mechanisation starts

Big changes came to Mars after the war. In 1947 the business changed its name to Mars Ltd. **Maltesers** and **Milky Way** came back, the factory was expanded and modernised and by 1950 mechanical production was replacing hand manufacture.

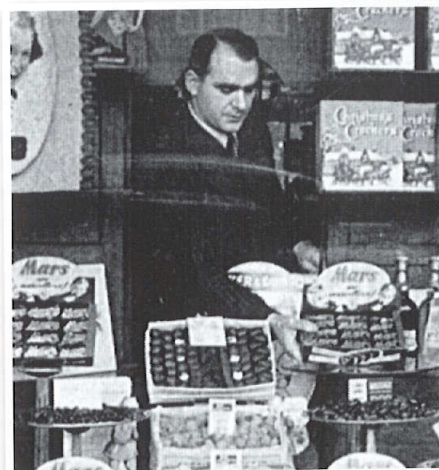
New equipment arrived for the first sugar product - **Spangles**® - launched in 1948, in an era of great expansion. A second chocolate bar arrived, called **Banjo**® and in 1951 **Bounty**® joined the range.

Another innovation for which Mars became famous was its early pension plan for associates, started in 1948. A cafeteria was installed, a doctor was appointed to look after associates' health and fitness, a booklet on General Factory Regulations was given out to everyone - and the first edition of the in-house magazine was produced.

Mars has long been famous for its marketing skills. It was the only confectionery company to create advertisements specially for the Queen's coronation in June 1953 - stimulating a big uplift in sales. They topped £10 million for the first time in the year when sweet rationing finally ended. **Treets**® and **Tunes**® joined the product range.



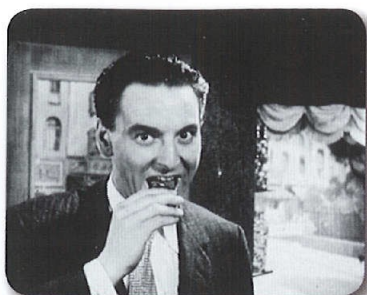
Early **Spangles** ads



A sales associate arranges a window display, 1947







The first Mars advertisement: Stars Love Mars 1955



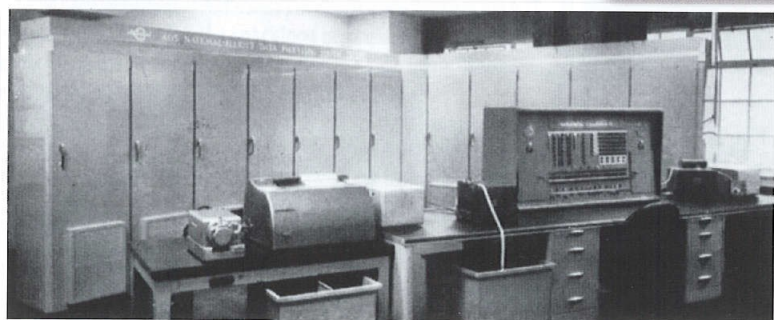
A sales meeting in 1965

Not surprising was the company's quick appreciation of the importance of TV advertising. Some of the earliest ads featured Bob Monkhouse, Richard Murdoch and Petula Clark enjoying Mars bars in the 'Stars love Mars' themed series which went on air in 1955. It was in 1959 that one of the best known straplines was launched via TV advertising: the famous 'A Mars a day helps you work, rest and play', although no longer used, is an enduring part of the company's heritage.

The 1960s saw great growth in the factory's capacity and product range. In 1961 a new facility was built in Liverpool Road. Opal Fruits® (now Starburst®), Galaxy, Topic®, Marathon® (now Snickers®) Twix®, Revels® and Ripple® were introduced. There was a big recruitment drive and the number of associates increased greatly.



The famous slogan: 1969



First office computer 1957



Display for the Great Mars Mystery promotion 1960



Twix arrives 1967

## 1980

Mars Moneyraisers promotion funds £50,000 for charity.

## 1981

Mars bar, now 15p, described as 'a currency for our time' in the Financial Times.

Relays arrive, soft toffee Treats.

## 1982

Mars celebrates the company's Golden Jubilee – 50 years.

Mars wins Racial Award for Environment.

## 1983

Mars sponsors Berkshire Environmental Awards. Five Principles programme.

## 1984

Mars to sponsor the London Marathon for five years until 1988.

## 1985

Sales over 170,000 tonnes £350m.

Whitby Road warehouse opens.

King Size Mars arrives. Tracker cereal bar launch.

M&M's in test in Tyne Tees.

## 1986

Skittles and Tracker national roll out.

National office extension and refurbishment.

Associates move out temporarily to Cambridge Ave.

Pointers® on sale at Euston.

## 1987

Ripple and Minstrels incorporated into Galaxy Brand.

Maltesers 50<sup>th</sup> anniversary.

Sales of over 175,000 tonnes worth over £400m per year.

Mars Open Learning Centre opens.

## 1988

M&M's UK launch, 19p.

Mars Milk drink on sale.

Balisto launched.

Ice Cream Mars changes ice cream market for ever.

Applause introduced.

Mars brand logo changes.

Mars Milk launched.



1989

**Galaxy** Gold launched.  
**Opal Fruits** new Tropical variety launched.  
**Snack Size** launched.  
**Mars** official snack food of the Round the World Yacht Race.  
 Mars announces sponsorship of Duke of Edinburgh Award Scheme.

1990

**Mars** sponsors World Cup and England and Scotland national teams.  
**Marathon** changes its name to **Snickers** 'All that's changed is the name'.  
 Five new Ice Creams launched - **Bounty**, **Snickers**, **Milky Way**, **Galaxy Dove Bar** and **Galaxy Rondos**.  
**Applause** launched nationally.  
**Mars Almond** launched.  
**Tracker Tropical Fruit** launched.  
**Opal Iced Fruits** (iced dessert snack) test launch.

1991

**Snack Foods Europe** formed.  
**Mars Matters Magazine** becomes **Echo**, produced in UK in four languages.  
 Dark chocolate **Bounty** launched.  
 Helen Sharman, ex-R&D, first Martian in space.  
 Mars official snack food for British Olympic team.  
**Revels** Fruit and Nut launched.  
 King Size **Snickers**.  
 Buttermunch **Tracker** introduced.  
 Limited Edition **Twix Triple Choc**.  
**Snickers** sponsors IAAF World Athletics, Tokyo.

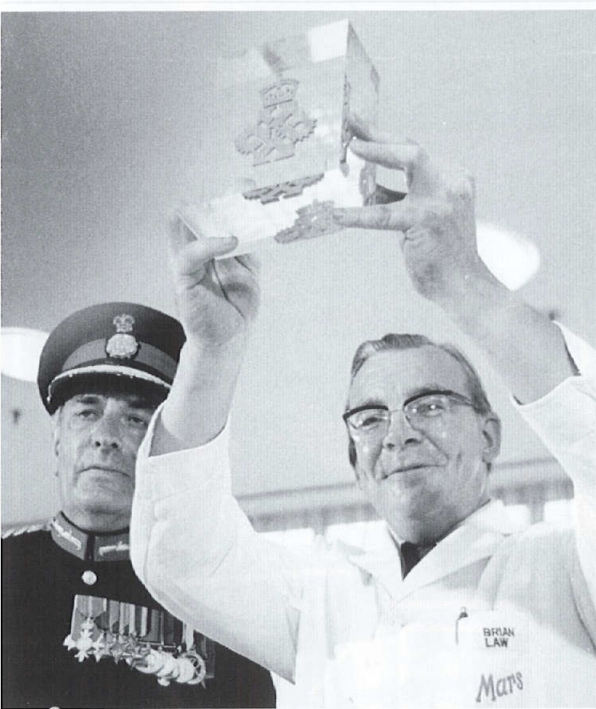
1992

Internet bursts into life with world wide web.  
**Galaxy 400g bar**, Double Nut and Raisin, introduced.  
**M&M's** and **Mars** official snack foods of summer and Winter Olympics.  
 New recipe for **Mars**, with smoother, lighter centre.  
**Mars** ice creams Minis introduced.  
**Opal Fruits** lolly launched.  
**Skittles** relaunched with real fruit juice.  
**Snickers** new recipe with more peanuts.

**Mars** A celebration of 75 years 1932-2007



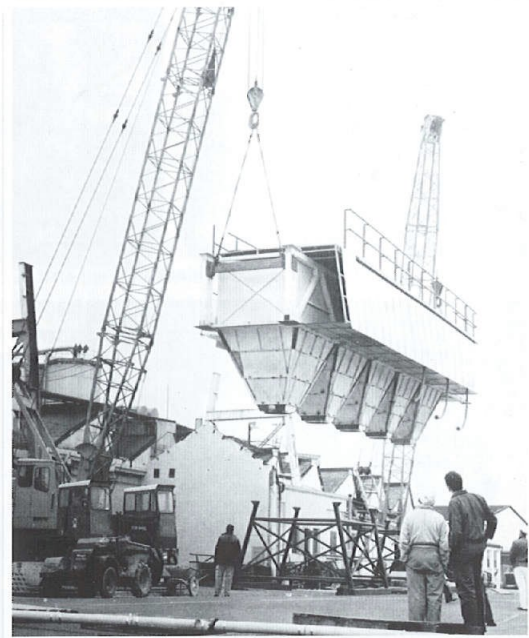
Office in the late 1960s



Managing director, Brian Law, with the first Queen's Award 1974



The new office in the early 1980s



Sugar silos being installed 1969

Products started to be produced in different sizes too, as **Fun Size** appeared in 1971. **Locketts** were introduced and **Pacers** (Mint **Opal Fruits**) and **Relays** came and went.  
 Mars had by now won two Queen's Awards for Export Achievement.

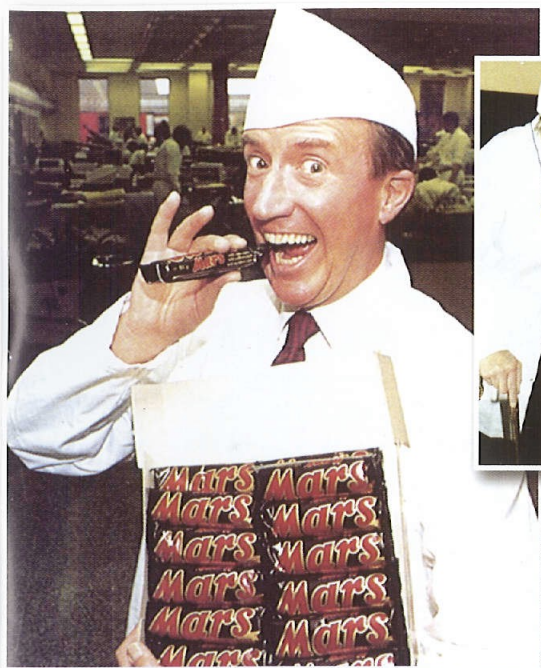
**Tracker** and **Skittles** joined the range in the 80s, with **M&M's** arriving from America for a European launch at Slough in 1988. **Balisto** and **Applause** were introduced and in a skilful marketing exercise **Marathon** changed its name to **Snickers**, the brand's global name. Other novelties included the first Mars milk drinks.

But the biggest innovation was the 1988 launch of the first confectionery bar turned ice cream: Mars changed the ice cream market for ever and over the next few years brought in frozen versions of **Bounty**, **Snickers**, **Milky Way** and **Galaxy**. The ice creams were made in France but launched in the UK, still their biggest market.



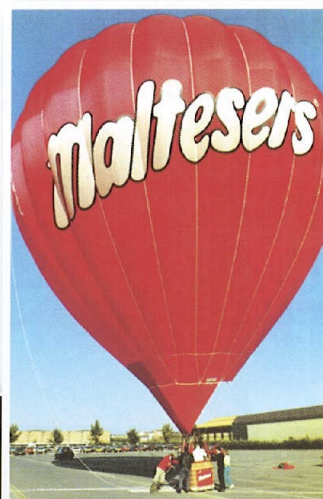
Managing director Walter Dickson cuts the Jubilee cake 1982





Roy Castle visits 1986

Ronald Dahl sees a real chocolate factory 1990



Maltesers balloon on site 1987



MP Fiona MacTaggart toasts Mars on its 70<sup>th</sup> birthday 2002



Slough associates among UK Make the Difference winners 2005



The biggest ever Mars bar 2006

## 1993

**Bounty** relaunch with more moist and tender centre.

**Galaxy** Caramel test launch. Blackcurrant and Honey **Locketts**.

**M&M's** red only for Comic Relief.

King Size **Maltesers**. World Cup Celebration wrapper for **Mars**.

**Twix** ice cream and **Mars** Dark introduced.

New **Milky Way** recipe with whiter, milkier centre. King Size **Twix**.

**Snickers** sponsors IAAF World Athletics, Stuttgart.

## 1994

**Galaxy** Caramel launch.

**Mars** sponsors walk through Channel Tunnel.

**Mars** official sponsor of USA soccer World Cup.

**Mars** Filled Egg on test in Scotland.

**Mars** Dark and Light special edition.

**Spangles** make a limited edition comeback with Woolworths.

**Galaxy** hits £100 million.

**Bounty** Tropical and **Skittles** lolly launched.

**Opal Fruits** Summer Fruits flavour replace Tropical.

## 1995

**Twix** sponsors Big Twix Mix concerts.

**Milky Way** Magic Stars launch.

**Mars** recipe change.

**Locketts** extra strength.

**Snickers** sponsors World Athletics, Sweden.

**Snickers** sponsors World Cross Country, Durham.

**Skittles** 10p pack launch.

**Milky Way** Star ice cream.

**Mars** and **Bounty** miniatures.

**Snickers** first confectionery on video game.

**Mars Matters** returns to replace **Echo**.

## 1996

**Mars** Active Energy Drink launch.

**Galaxy** Chocolate Drink.

**Galaxy** Caramel Swirl and **Kermit the Frog** ice creams.

Pick 'n' mix ices (Minis:

**Mars** Dark and Milk,

**Bounty** Dark and Milk,

**Snickers**, **Galaxy**, **Milky Way**).

**Mars** hits no.1 sweet snack brand in UK.



# 1996

**Milky Way** partnership with Legoland begins.  
**Snickers** sponsors Euro 96 (special packaging).  
**Snickers Hunger Buster** limited edition.  
**Celebrations** test launch.  
**Milky Way Crispy Rolls**.  
 Fruitier recipes for **Tunes** and **Lockets**.

# 1997

**Mars** bar 65 years young.  
**Flyte** and **Mars Light** launched with lower fat.  
**Galaxy Swirls**, boxed chocs.  
 New **Galaxy Fruit & Nut**.  
**Maltesers** 60 years.  
**Celebrations** go national.

# 1998

**Opal Fruits** become **Starburst**.  
**Snickers** on the 'net'.  
**Mars** ice creams 10 years old.  
**Starburst Joosters**.  
 New warehouse go-ahead.

# 1999

**Euro** launched and used across SFE.  
**Maltesers** supports Comic Relief.  
 New look for bitesize bags.  
**Galaxy** and **Milky Way** cakes and puds test with McVities.  
**Starburst** at Notting Hill Carnival.  
**Starburst Juicy Gums**.  
 Bitesize vending machines.  
**Mars** official confectionery supplier of Millennium Dome.  
**Celebrations** Dome pack on sale.

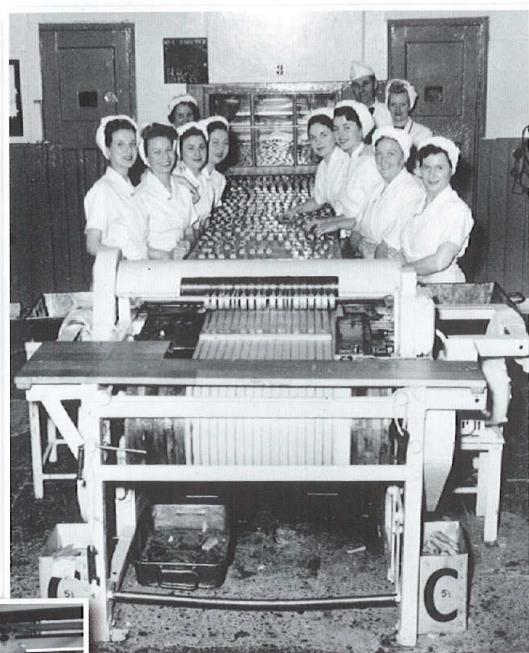
# 2000

**Mars** donates over £13,000 for the Children's Promise Charity Fund.  
 Introduction of **Coccapro** logo.  
**M&M's** is the No. 1 confectionery brand in the world.  
**CFI** team wins Gold Award at the European finals of the Making the Difference Awards.  
 Retailers can stock ice cream brands from all manufacturers in their existing freezers.  
 British chocolate allowed to be sold in Europe.  
**Risipinos** introduced.  
**M&M's** shop at Alton Towers.  
**Mars 5 Little Ones** introduced.



Production in 1940

## The factory through the decades



Last of the hand manufacture 1950



Looking down on **Bounty** 1960



**Twix** line in 1980



**Mars** 1990



**Minstrels** 2006



Prince Andrew sees **Mars** bars made in 2007





Associates handing out Mars branded foil wraps at the Marathon in 1988



Marathon runners 1984



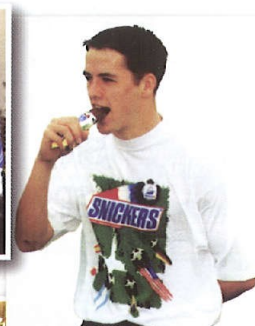
Lucky associate winners of tickets to World Cup 1990



The Euro 96 Hunger Bus visits Slough in 1996



Ian Wright 1991 and Michael Owen 1998



Associates Believe, World Cup 2006

## Sports sponsorship

By the time the company celebrated its golden jubilee in 1982 it was turning its face outwards towards the community far more. In 1984 the company sponsored the first of five London Marathons. International sports sponsorship flourished as the business began to promote its products to provide energy in an active lifestyle. Young people were encouraged to join the Duke of Edinburgh Awards Scheme and the World Yacht Race was supported. When the Channel Tunnel opened in 1994, Mars sponsored a charity walk through it.

1990 saw the first Mars, Incorporated sponsorship of the football World Cup in Italy and Mars Confectionery supported the England and Scotland teams. The company also sponsored athletics events for several years.

M&M's and Mars were official snack foods of the Olympic Games in 1992 and Mars became the official snack food of the British Olympic team. The Mars bar changed its livery for the first time to sport a World Cup celebration wrapper in 1993.

Associates at Slough played a major role when the company sponsored Euro 96, held in the UK. Snickers backed the World Cup football again in 1998.

By far the biggest involvement for associates was when the Mars bar became Believe® for the 2006 World Cup in Germany when all eyes were on England's hopes.

## 2000

Mars pledges help to NSPCC.

Celebrations most popular boxed chocolate, Mars Associates Charity relaunched.

Sourburst and Smilers (Starburst) launched.

M&M's Crispy launched.

Mars Makes it Happen campaign.

## 2001

Make the Difference Awards go global - Revels win in USA.

Bounty 50<sup>th</sup> Birthday and launch of Calapuno®.

Mars ice cream in tubs.

Twix is global pilot area for snackfoods new ways of working.

Mars to develop Harry Potter sweets.

Galaxy Liaison® launched.

New savoury flavours for Rispinos.

Galaxy Amicelli® launched in UK.

Peach Tunes and Mint Skittles.

Slough transformation programme starts.

Twixels® launched.

Last Mars Matters

— change to Masterpieces.

## 2002

Masterfoods launched.

Vision Day in December.

New logo for Mars brand.

Maltesers Ice Cream.

New look for Topic and Revels.

## 2003

New look for Galaxy.

Bisc& launched.

## 2004

Mars joins government debate on health and nutrition.

Galaxy sponsors Bridget Jones films.

SIMs set up in Masterfoods UK.

White Maltesers launched.

Bean plant closes.

Slough gets ISO14001 environmental accreditation.

Aquadrops® launched.

## 2005

Mars Delight launched.

Galaxy and Mars filled eggs at Easter.

Associates raise funds for Tsunami victims.

Biscuit line wins global prize at MID.



2005

Galaxy Promises®

launched.

Mars and Mars Delight

'Make Your Day' campaign.

Snickers sponsors

Download event.

New pouch packaging

for Maltesers, Revels,

Minstrels and M&M's.

Over-capacity in Europe

leads to announcement of

£60 million investment for

Dundee Road factory and

closure of Liverpool Road

at the end of the next year.

2006

Galaxy Thickshake drink

launched.

UK launch of Mars

University.

Biggest-ever Mars bar in

response to 'I Believe'.

Be Treatwise campaign to

teach about GDAs.

End of Twix production at

Slough.

Mars bar becomes

Believe for World Cup

football.

Slough established as

Home of Chocolate.

Kingsize changes to Duo.

Starburst and Maltesers

ice creams.

New utility centre opens.

New Minstrels and

Tracker bays open in

Dundee Road.

Liverpool Road factory

closes.

2007

Company becomes Mars

again – Slough is renamed

Mars Snackfood UK.

Marsterpieces new name

and new size.

Mars Planets launched.

Frutasia launched.

Galaxy sponsors book

awards.

Mars Drinks sponsors

athletic heroes.

Prince Andrew visits

Slough site.

Tenth Make the Difference

Awards takes place.

Mars in Slough celebrates

75 years.

**Mars** A celebration of 75 years 1932-2007



Early advertisements for Mars confectionery boasted of wholesomeness



## Mars bars are good for you

The Mars bar has always been regarded as a good food source of energy.

Containing eggs, malted milk, glucose and chocolate it was praised in early days for being wholesome and nutritious. The first wrapper in 1932 declared proudly: "It is more than a sweet, it is a food. The eggs, the large amount of milk and butter, the malted milk, all combined form a nutritious tonic."

In a 1934 recipe book, the New Health Society observed: "Mars is the outcome of an intensive effort to compound a confection... which may be described a triumph in the art of practical food production. Indeed it is difficult to see how a more condensed form of so nutritious a food could be devised."

During the war, production of most confectionery was halted, but the Mars bar was allowed to continue. Despite shortages of ingredients and strictly rationed sales the bar could be bought with coupons. Seen as an easily transported form of energy for the troops, much of Slough's output during these years was sent out to allied forces canteens throughout the world. Advertisements continued to emphasise the essential goodness of the Mars bar's ingredients long after the war. 'Mars are Marvellous' was the famous strapline. "Just chunks of sheer delicious goodness, made with chocolate to sustain, glucose to energise, milk to nourish."

In those days calories were counted – and valued. Advertisements boasted the food values and the calorie content of both the Mars bar and Maltesers, the 'dri-drink'.

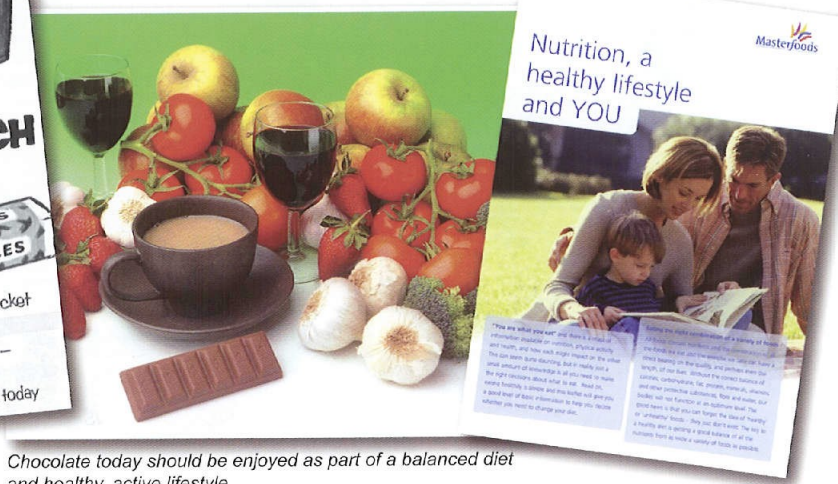
Times change, however, and Mars confectionery learned to respond to different pressures. Milky Way became 'the sweet you can eat between meals' and Maltesers revealed its 'less fattening centre'. In the 1990s Flyte, a low-calorie bar was introduced and Mars Light made a brief appearance as the nation became concerned about its health.

Gradually, the nutrition message focused on eating chocolate as part of a healthy, active lifestyle. Block chocolate and confectionery bars are still essential items in walkers' and climbers' kits and the Mars bar has had its fair share of newspaper accolades for saving lives of stranded mountaineers and yachtsmen. Sir Ranulph Fiennes took a supply on his expedition to the North Pole.

Today, the dangers of obesity are fully recognised by the company and its confectionery is carefully promoted as playing a role in a balanced diet coupled with exercise.

There is increasing consumer demand for healthier food and clearer information on packs about what it contains. In 2006 Mars and Cadbury worked together to launch 'Be Treatwise' to help educate consumers about the calorie and energy content of their products so that purchasers could make an informed choice. The on-pack labelling scheme provides information about Guideline Daily Amounts (GDAs).

Mars has also addressed portion control, offering a choice of sizes ranging from Fun size, through Snack and Standard to the new two-piece Duo, which replaced the old King size in Mars and Snickers. It was also the first food company to commit to cease advertising to children under 12 globally.





## Managing corporate responsibility

Today, Mars, along with all other companies, has to manage its corporate responsibilities to act in the best interests of its wider community as well its employees and trading partners. The business has to consider carefully its approach to the workplace, markets, environment and the community, recognising the impact of its social, environmental and economic values and practices. The basis of this business, laid down by Forrest Mars 75 years ago and underpinned by the Five Principles of Mars has proved a good foundation for operating in the 21st century.

### A sustainable business into the future

Mars sees sustainability as a whole business issue and its approach is led by a commitment to the Five Principles. The company works hard to ensure that its brands are of high quality, strong and contemporary; that product development is innovative and meets changing consumer demands; and that its business processes are robust and efficient.

One example of Mars' attention to sustainability issues is linked to a raw material essential to the product portfolio. Cocoa is an essential ingredient of chocolate and the company devotes significant resources to ensuring the sustainability of the whole cocoa supply chain, to the mutual benefit of all those it touches. Associates based in Slough, the Mars Home of Chocolate, are actively involved with activities designed to ensure future supplies of cocoa and a responsible approach to its production so that the community and environment in which it is grown can thrive.

These areas are fundamental to business sustainability and together with the company's commitment to reduce any environmental impact will ensure its business effectiveness into the future.

### Caring for the environment

Mars' business interests touch the environment both locally in Slough and internationally, as far away as the regions from which cocoa is sourced. The company has to take account of both, and its mutuality principle has always guided a responsible approach to caring for the environment.

As part of the company's commitment to efficient energy use, the offices have been heated by steam generated from the factory for many years. Modern factory management techniques, including the new utilities block, minimise

any adverse effects on the environment. Environmentally friendly systems are given priority in offices, factory and the workplace – particularly in packaging, transport, recycling and waste disposal.

Encouraging others to do the same, the company sponsored the Berkshire Awards for the Environment between 1983 and 2002 and now supports the Windsor and Maidenhead Council's Learning for Sustainability programme for schools.

### Supporting the community

Mars associates have long been keen supporters of their local community. The company's first help for its home town came in 1955 when Mars supported the Slough Social Fund. A year later the business became a member of the Slough Community Centre.

Today the business supports mutually beneficial partnerships that have a positive and lasting impact on the lives of those who live, learn and work in the local community. Support includes funding, products, associate time and other gifts in kind and Mars is a member of the Slough Business Community Partnership.

Over the years, charitable donations have been made in two ways: formally by the company and also by associates taking part in events to raise money for their chosen funds. Site Involvement Teams help to decide where the money goes and to support those associates wanting to give something back to the community there are volunteering and match funding schemes.

In 2006 the Mars community website was launched to enable organisations to apply on line.

2007 saw the introduction of a new community investment programme focusing on three key themes: healthy lifestyles, environment and pet welfare.

Product related activities often support national causes.

Maltesers twice sponsored Comic Relief and the 2007 Frutasia® launch sponsored the Race for Life, raising awareness and funds for breast cancer research.



The new utilities block



Marketing and Sales associates raising funds for Comic Relief in London, 1999



Supporting the NSPCC in 2000



## Research and Development

The earliest beginnings of Mars' renowned Research and Development Division were seen when the embryonic company expanded into Fairlie Road in 1933. A laboratory was installed to test ingredients and finished products for quality.

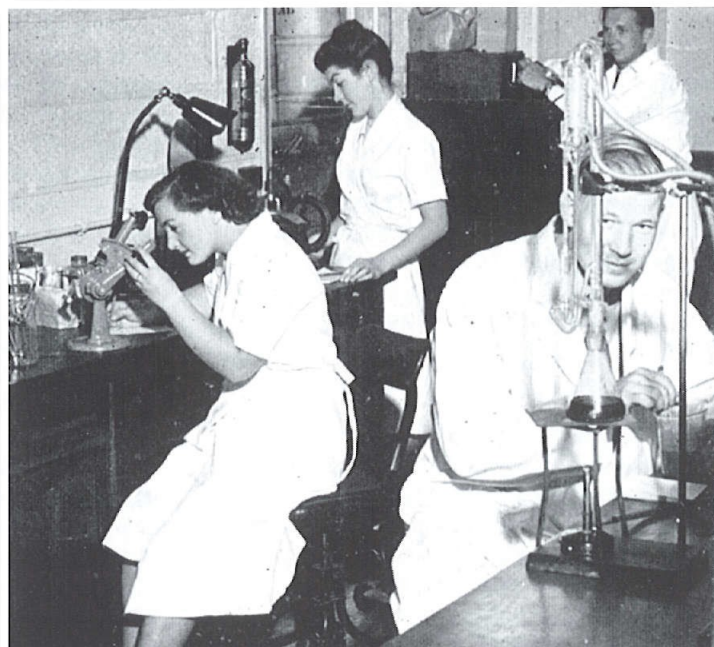
At the same time, new ideas were tried out and developed. The UK's **Milky Way** bar was launched in 1935, followed by **Maltesers** a year later, both developed here.

Innovation and experiment came early to the young business and the new R&D laboratory tried out some interesting variations on the **Mars** bar, including pecan, hazelnut and vanilla. They were all on sale before the war but did not reappear afterwards. Artwork was also prepared for a product called the **Mars Pineapple Walnut** – but there are no records of it ever having been produced.

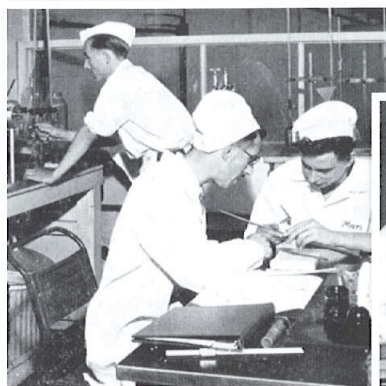
Some R&D documents from the early days still exist. Monty Cox, one of the first associates, kept a notebook called 'Methods of Working Chocolate', dated around 1933. His comments on the first mechanical methods of covering bars with chocolate were noted: "Hand covering has for many years been the standard of high quality work but the most modern mechanical covering machines make it difficult for even an expert to differentiate between the two classes of work."

The company's focus on innovation and quality led to a huge investment in R&D over the years. Top food scientists were employed to ensure the consistency, flavour and standard of both raw ingredients and finished products. New products were developed in the R&D kitchens. Mars scientists became internationally renowned, working with confectionery experts from companies all over the world, sharing new knowledge and experience, at the same time closely guarding Mars' recipes. Since the late 1990s R&D has been working at the forefront of the food industry with a programme to reduce trans fats (TFAs) in its products.

Associates in R&D also help to ensure an uninterrupted supply of top quality beans with the right flavour for the company's products. They educate and support cocoa farmers as far apart as Ghana, Indonesia, Brazil and Vietnam, helping them to grow better cocoa, sell it to reputable buyers and enjoy the benefits of fair, dependable reward. Members of the Mars Incorporated Global Cocoa Sustainability team, run cocoa field schools and work direct with governments keen to promote their countries' cocoa industries through education. R&D has long been located in Cambridge Avenue in Slough – but will be moving to a new location now under evaluation. As the site takes on its new role as Home of Chocolate for Mars Europe, R&D associates will have a state-of-the-art facility in which to carry out their vital work.

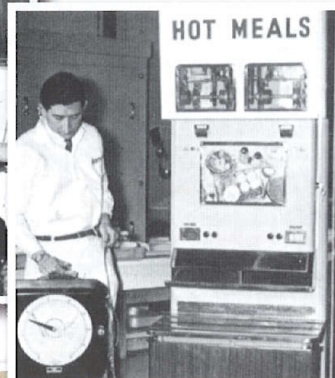


R&D in 1949. Associates estimating the amount of flavour in **Spangles**

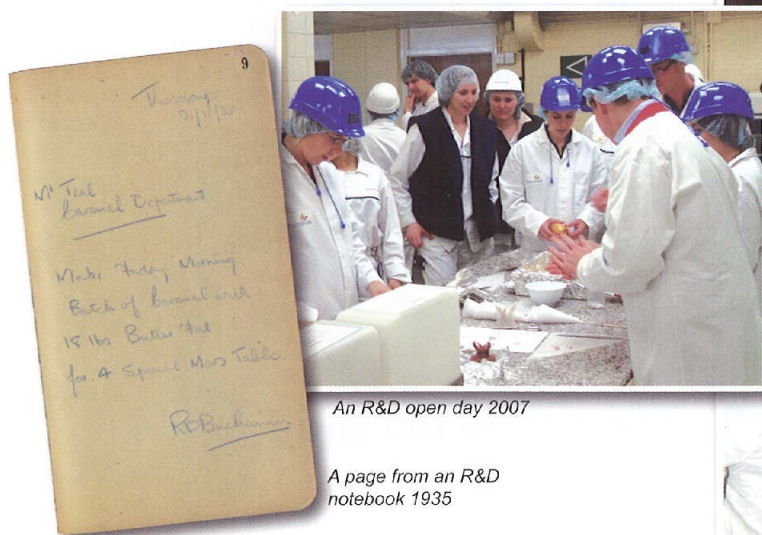


A lesson in using a slide rule for a new recruit, 1949

A new venture for R&D: Mike Lewington determining operating temperatures for a vending machine in 1959



Creating Easter eggs at Cambridge Avenue 2001



An R&D open day 2007

A page from an R&D notebook 1935



## The ones that got away

The best-loved Mars brands today are household names. But not all the sweets manufactured in Slough made it to the top. Some trade names came and went and reappeared in different guises. Here are a few whose names were once familiar – and some which have undergone identity changes.

**Applause** 1988 - 93 Milk chocolate covered biscuit, raisins, nuts and apple caramel

**Galaxy Gold** 1989 - 92 Milk chocolate filled with chocolate truffle or continental praline

**Banjo** 1949 - 53 Chocolate wafer

**Banjo mark 2** 1963 Crisp-centre bar

**Banjo mark 3** 1968

**Banjo mark 4** 1973 - 84 Twin-finger pack of wafer biscuits and wafer cream topped with hazelnut and covered in chocolate

**Bisc&** 2003 - 2006

**Children's Chocolate** 1970 Chocolate with cream filling

**Counters** 1967 - 84 Counter-shaped milk chocolates

**Dyno** Pressed peppermint sweets

**Fanfare** 1965 - 66 chocolate assortment (four varieties)

**Glees mark 1** 1956 - 57 Butter caramel assortment

**Glees mark 2** 1963 - 74 Sugar coated fruit flavoured (became Opal Fruits)

**Glees mark 3** 1981 - 84 Bar-shaped chocolate cake with chocolate cream or jam filling, covered in milk chocolate. Test-marketed Tyne Tees area

**Glees Toffee** 1964 - 66 sugar coated caramels

**Jolly Bar** 1969 Nougat-centred bar with jelly inclusions

**Locketts mark 1** 1966 Soft-centred boiled sweets

**Marathon** becomes Snickers 1990

**Minstrels mark 1** 1967 Medicated gum

**Monettos** 1965 Honey nougat

**Opal Fruits** become Starburst 1998

**Pacers mark 1** 1960 Sugar-coated peppermint chew

**Pacers mark 2** 1975 - 85 chewy, spearmint sweets with peppermint stripes (formerly Opal Fruits mints)

**Pointers** 1985 - 92 Toasted sandwiches in four varieties

**Relays** 1976 Soft toffee centres, chocolate coated

**Revels mark 1** 1964 - 65 fruit-flavoured pectin jellies

**Spangles** 1948 boiled sweets came and went and came back again in 1994 limited edition

**Starbursts** 1959 Liquid-centred jelly sweets

**Skittles** 1957 Cheese pastry snacks

**Sprint mark 1** 1974 - 75 Peanut brittle

**Sprint mark 2** 1980 - 81

**Summit** 1966 - 71 Frappe and caramel bar

**T-Bar** 1967 - 73 Chocolate-covered coconut-cream biscuit

**T Bar Orange** 1969 - 72 Chocolate-coated, orange-cream biscuit

**Treets** become Minstrels 1976

**Treets Peanut** 1976 - 88 Milk chocolate covered peanut in a crisp shell (replaced by Peanut M&M's)

**Yodel** 1959 Chocolate spread

**Zodiac** 1973 De-luxe version of Revels.

