

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,

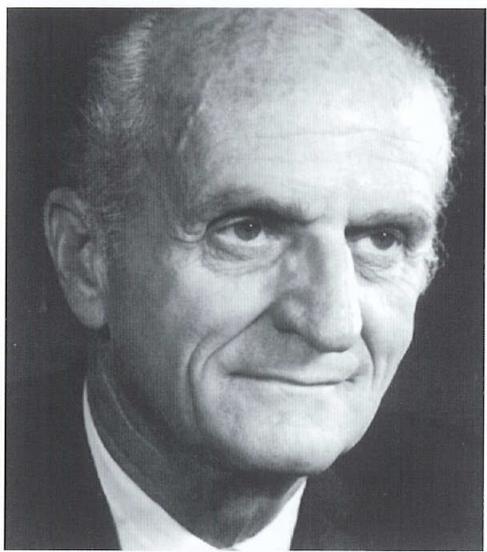
As a firm believer in globalisation and the value that creating businesses and jobs brings to the world, Forrest Mars Snr would be very proud to see the Slough of 2007. You can imagine the challenge and excitement of beginning his first enterprise and the many obstacles that had to be overcome: he would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

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.



The first Mars factory



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

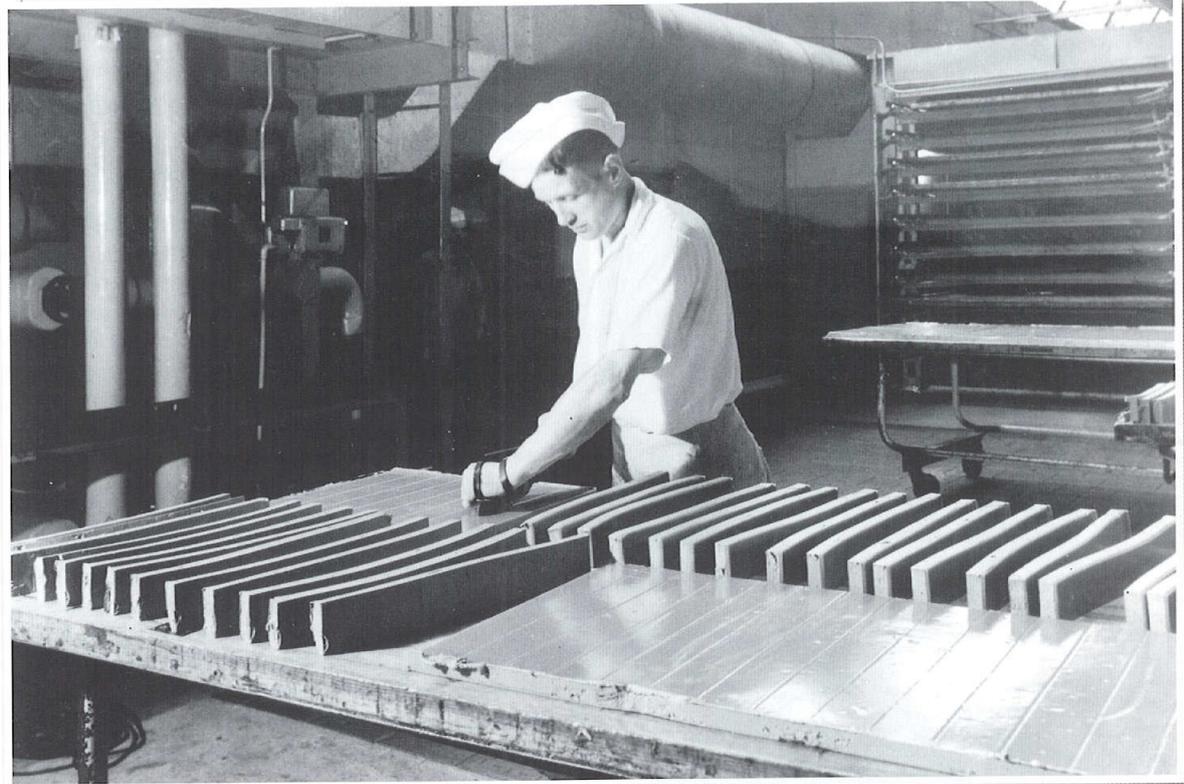
Maltesers are re-introduced following wartime layoff. **Bounty** launched. First sports sponsorship – Mars Golden Helmet for national speedway championships.

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.



'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.

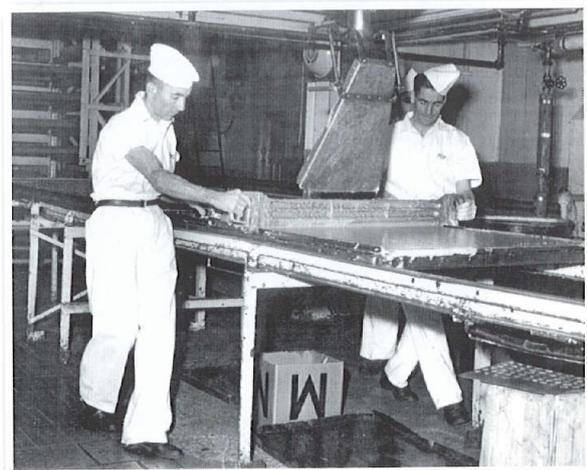
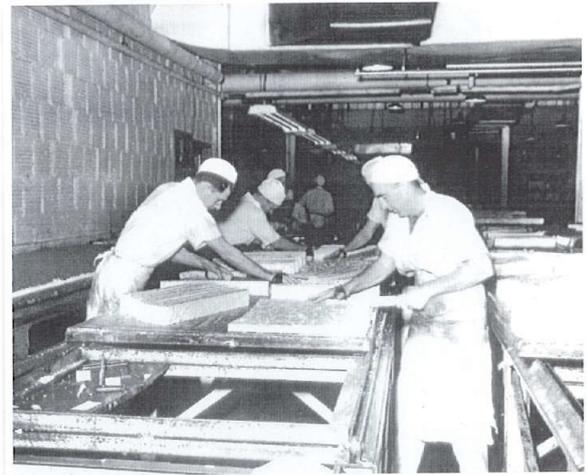
Forrest Mars rented a tiny factory in Dorset Avenue on the Slough Trading Estate and established Mars Confections Ltd on May 17, 1932. The first Mars trade-mark was registered on June 24.

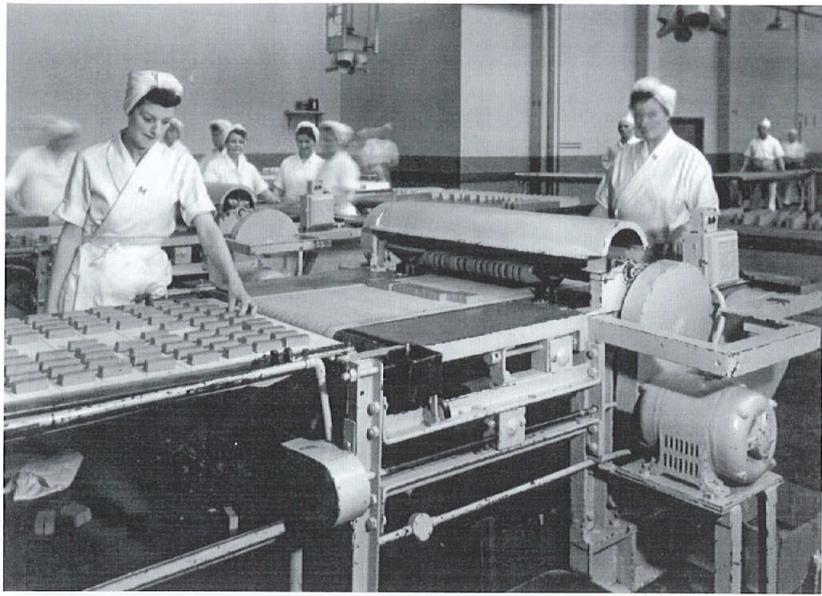
At that time Cadbury and Rowntree were household names in the UK, and the most popular form of confectionery was block chocolate. The new **Mars** bar, with its nougat and caramel filling, was unique and proved an instant success.

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

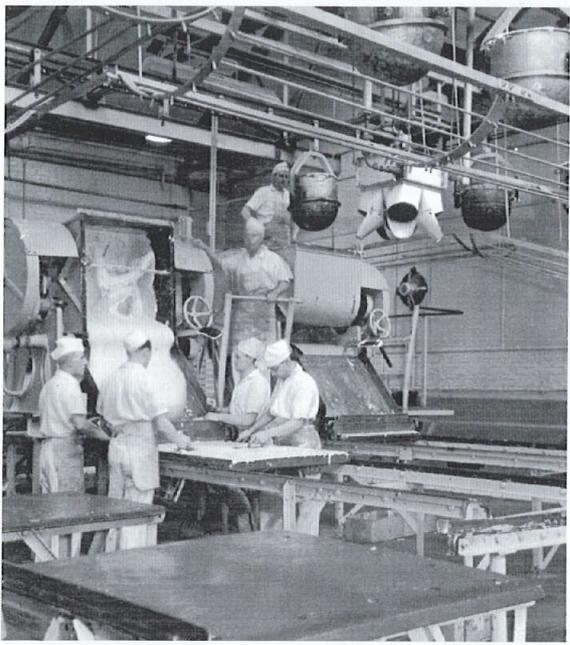
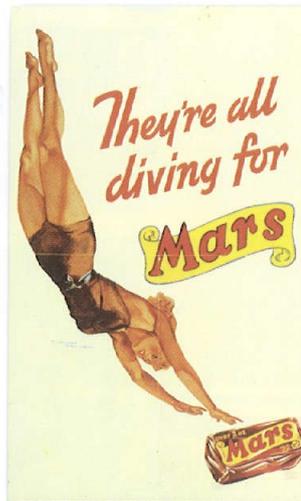
From the very beginning some of the characteristics of the company today were visible. Hygiene was all-important and the factory standards were high. Everyone wore whites, heads were covered, hands and fingernails inspected daily. At the end of each evening the factory was scrubbed down ready for the 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’.

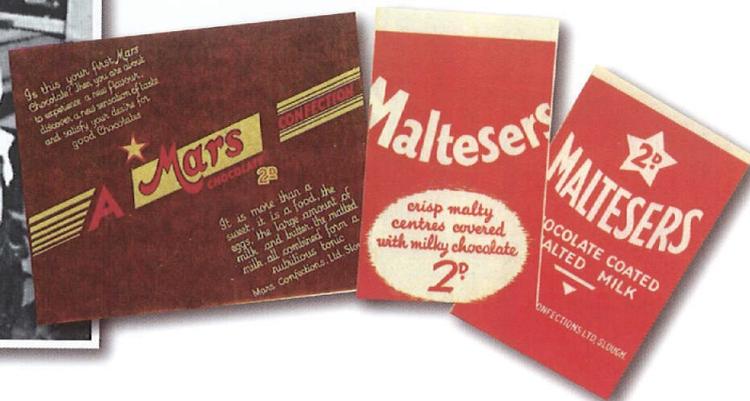
Wrapping was another hand operation – and the record was 10,000 bars wrapped in one day. No glue was used in the early days; instead the wrappers were folded each end and tucked in.

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 Treet's).
Peanut Treet's become Treet's.
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.

Part of the office in 1952

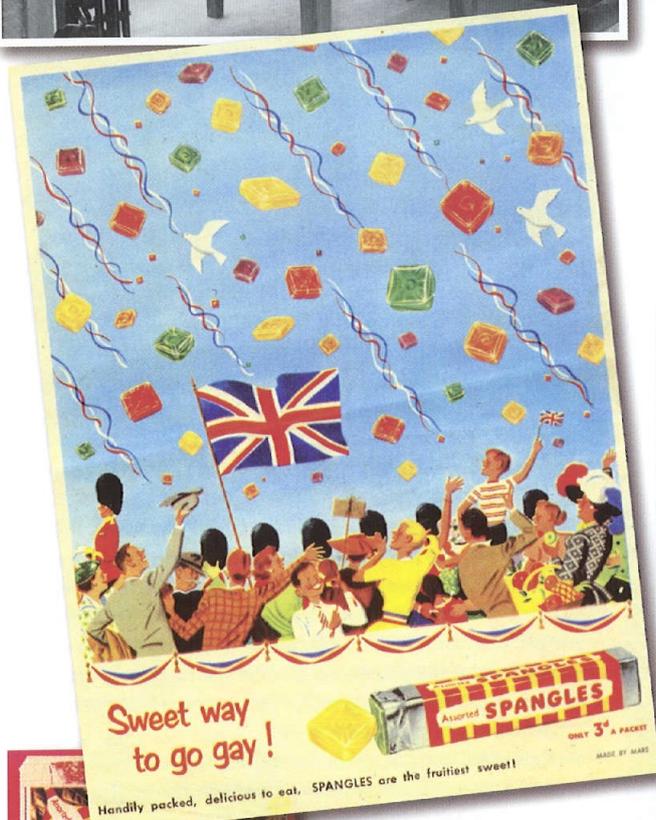


Mechanisation starts

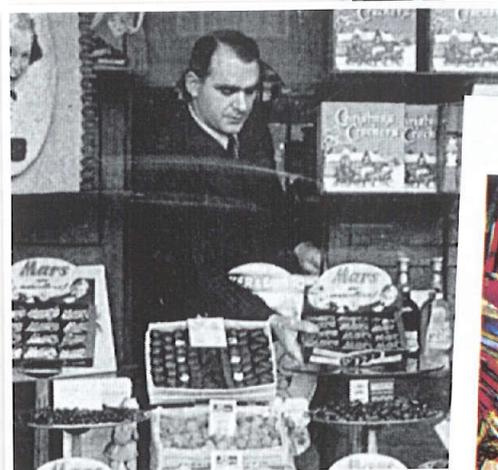
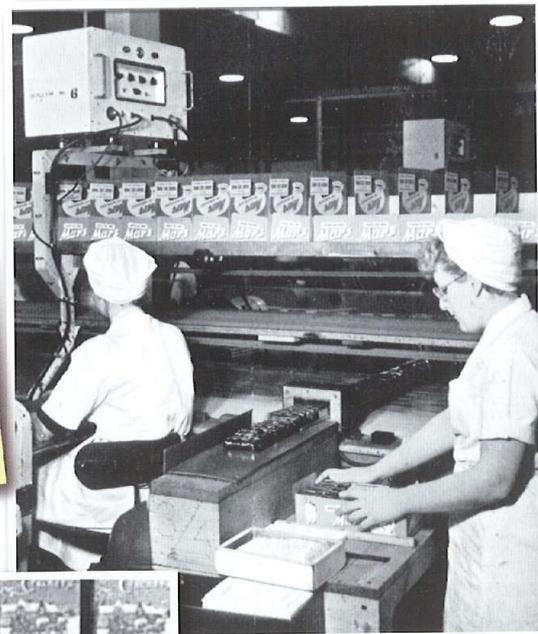
Big changes came to Mars after the war. In 1947 the business changed its name to Mars Ltd. Maltesers and Milky Way came back, the factory was expanded and modernised and by 1950 mechanical production was replacing hand manufacture. New equipment arrived for the first sugar product - Spangles® - launched 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. Treet's® and Tunes® joined the product range.

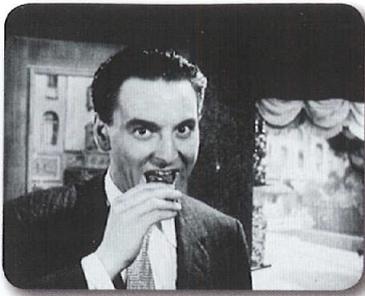


Early Spangles ads



A sales associate arranges a window display, 1947





The first Mars advertisement: Stars Love Mars 1955

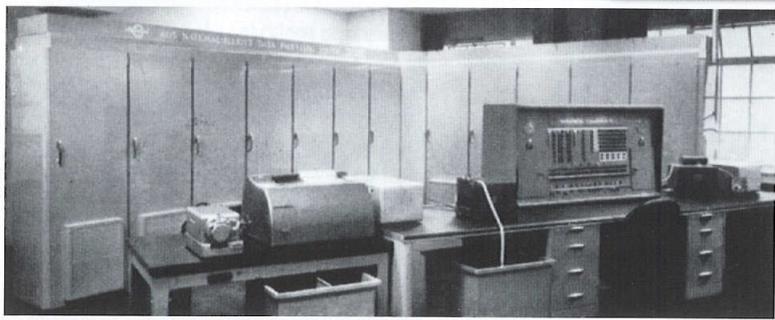


A sales meeting in 1965

The famous slogan: 1969

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.

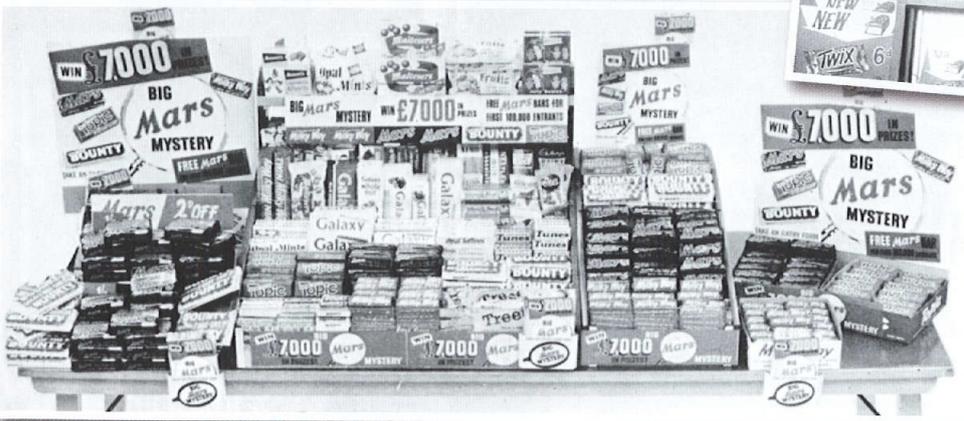
The 1960s saw great growth in the factory's capacity and product range. In 1961 a new facility was built in Liverpool Road. Opal Fruits® (now Starburst®), Galaxy, Topic®, Marathon® (now Snickers®) Twix®, Revels® and Ripple® were introduced. There was a big recruitment drive and the number of associates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



First office computer 1957



Twix arrives 1967



Display for the Great Mars Mystery promotion 1960

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 Treets.

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. Whitty Road warehouse opens. King Size Mars arrives. Tracker cereal bar launch. M&M's in test in Tynne 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 50th 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

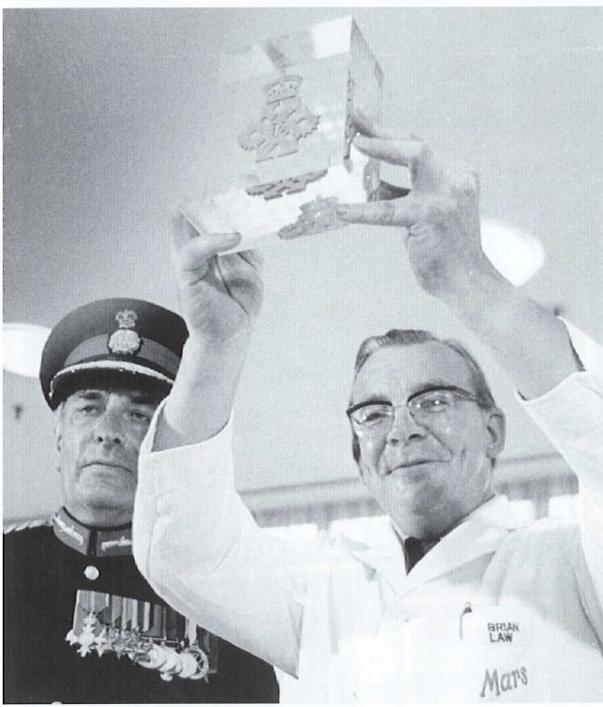
Snack Foods Europe formed.
Mars Matters Magazine becomes **Echo**, produced in UK in four languages.
 Dark chocolate **Bounty** launched.
 Helen Sharman, ex-R&D, first Martian in space.
 Mars official snack food for British Olympic team.
Revels Fruit and Nut launched.
 King Size **Snickers**.
 Buttermunch **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.



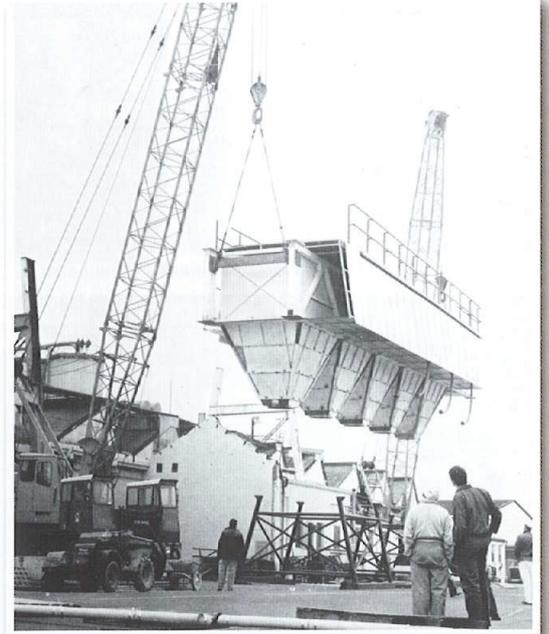
Office in the late 1960s



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



The new office in the early 1980s

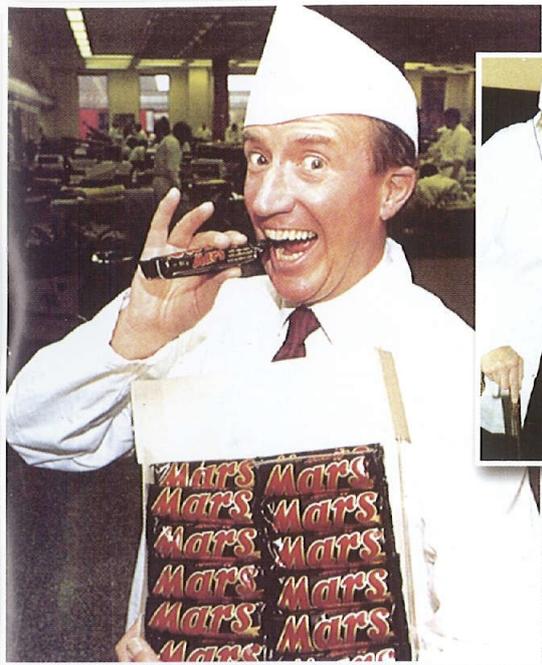


Sugar silos being installed 1969

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.

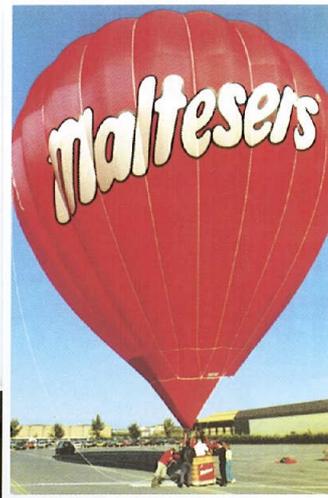


Managing director Walter Dickson cuts the Jubilee cake 1982



Roy Castle visits 1986

Roald Dahl sees a real chocolate factory 1990



Maltesers balloon on site 1987



MP Fiona Mactaggart toasts Mars on its 70th birthday 2002

As the 20th century drew to a close the Mars business in the UK grew more complex and outward looking. Snack Foods Europe was formed to streamline production, marketing and business organisation across the continent. Slough became one of a group of sites working together for greater efficiency but with a consequent sense of loss of some independence.

Product changes at this time were mainly variants and limited editions of existing brands, such as Revels Fruit and Nut and Twix Triple Choc. Opal Fruits changed its name to Starburst®.

Top brands were continually improved, with Mars, Snickers, Bounty and Milky Way all enjoying new recipes in the 90s.

The first big new launch for a while came in 1996 with Celebrations®, the only confectionery product officially to find its way into the Millennium Dome four years later.

The new millennium brought more changes to the internal business organisation. In 2002 Mars Confectionery became part of Masterfoods UK to link the snackfood business to its UK sister companies in the Food and Pet categories in King's Lynn, Waltham, Melton and Peterborough.

In 1992 Mars sites throughout the world celebrated their heritage on Vision Day and re-launched the Five Principles.

In the first years of this century the Mars brand had a new look, with a modern logo. In 2006, for the first time, the Mars range had a change of name and livery to Believe to celebrate the 2006 World Cup football. The brand also gave birth to two variants, Mars Delight® in 2005 and Planets®, 2007.

Meanwhile, plant and buildings at Slough, 70 years old, were due for modernisation. Then, in March 2005, over-capacity in Europe led to the announcement that the Liverpool Road factory would close at the end of 2006. A £60 million investment programme was initiated to create a state-of-the-art chocolate factory in Dundee Road that would take several years to complete.

By 2007 Tracker, Revels and Minstrels had moved to bright new facilities in Dundee Road where Mars, Snickers, Maltesers, Galaxy block chocolate and Galaxy Ripple were made. Celebrations were also packed there.

Slough was named the Home of Chocolate and R&D took on the new role of leading Mars Europe in chocolate quality and innovation. The summer of 2007 started with a congratulatory visit from HRH Prince Andrew and culminated in a day of celebration for associates and their families at Dorney Court, Windsor. Mars UK celebrated its 75th anniversary as the fastest growing confectionery business in the UK, with brands loved by millions of consumers.



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 **Lockets**.

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.

Lockets 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.
 Fruilier 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 Coccoapro 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.
 Rispinos® 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



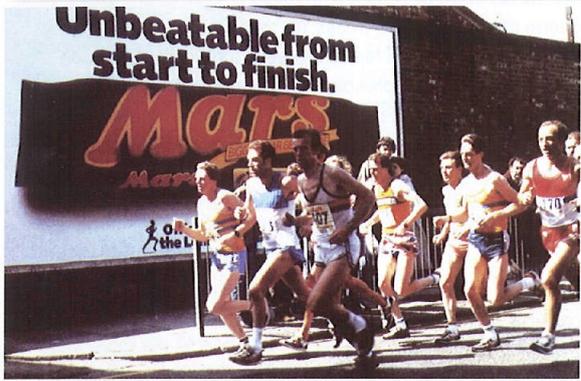
Minstrels 2006



Prince Andrew sees Mars bars made in 2007



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



Marathon runners 1984



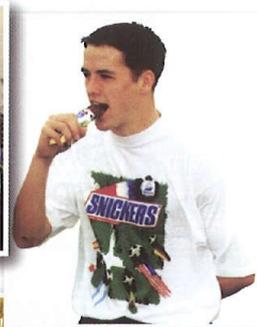
Lucky associate winners of tickets to World Cup 1990



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 50th 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.



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'.

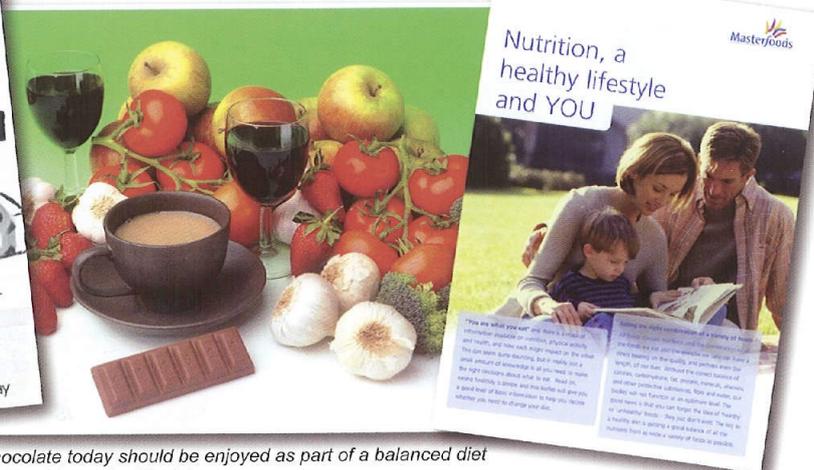
Times change, however, and Mars confectionery learned to respond to different pressures. Milky Way became 'the sweet you can eat between meals' and Maltesers revealed its 'less fattening centre'. In the 1990s Flyte, a low-calorie bar was introduced and Mars Light made a brief appearance as the nation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



Chocolate today should be enjoyed as part of a balanced diet and healthy, active lifestyle

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



The new utilities block

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.



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.

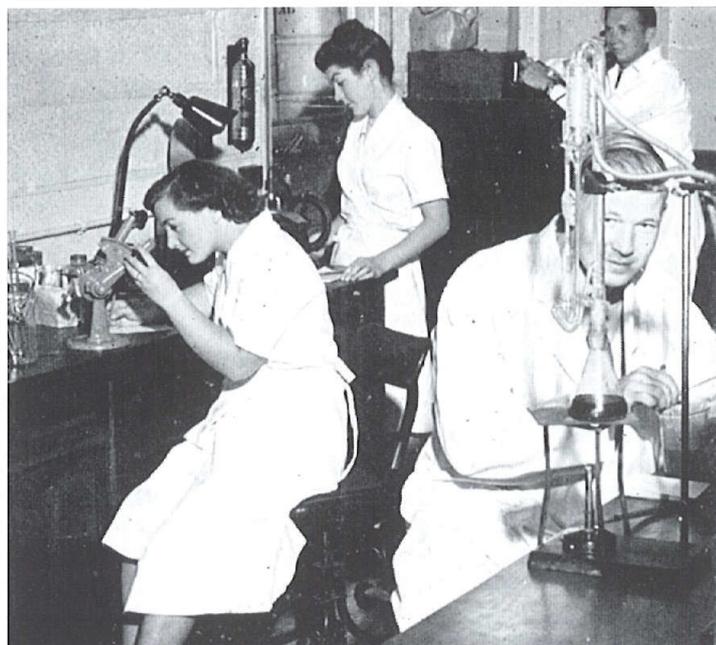
At the same time, new ideas were tried out and developed. The UK's **Milky Way** bar was launched in 1935, followed by **Maltesers** a year later, both developed here.

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.

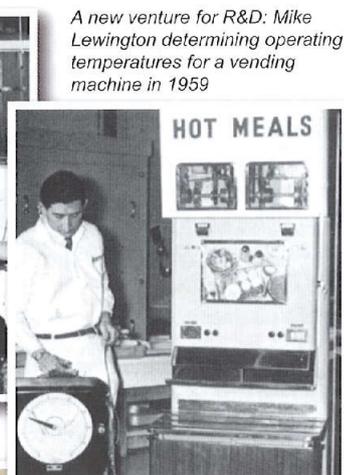
Associates in R&D also help to ensure an uninterrupted supply of top quality beans with the right flavour for the company's products. They educate and support cocoa farmers as far apart as Ghana, Indonesia, Brazil and Vietnam, helping them to grow better cocoa, sell it to reputable buyers and enjoy the 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.



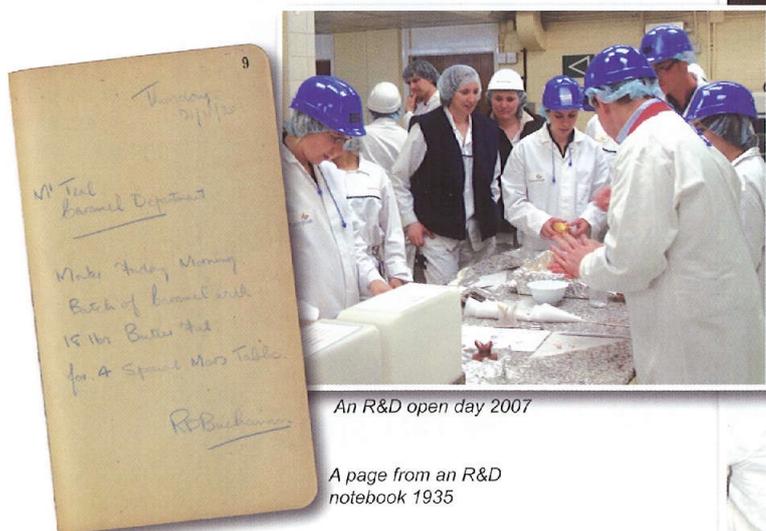
R&D in 1949. Associates estimating the amount of flavour in Spangles



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



An R&D open day 2007

A page from an R&D notebook 1935



Creating Easter eggs at Cambridge Avenue 2001

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.

