

history of mm candy

The history of M&M candy is a fascinating journey that showcases how a simple idea can evolve into a global phenomenon. From its origins in the 1940s to the modern-day varieties and marketing strategies, M&M's have carved out a unique niche in the world of confectionery. This article explores the history of M&M candy, detailing its inception, development, and cultural significance.

Origins of M&M Candy

M&M candy was created in 1941 by Forrest Mars and Bruce Murrie, the sons of the founders of Mars Company and Hershey Chocolate, respectively. The idea for M&M's came about during the Spanish Civil War when soldiers were given chocolate that had a hard coating to prevent it from melting. This inspired Mars and Murrie to create a similar product that could be marketed to the American public.

The name "M&M" stands for the initials of Mars and Murrie, and the candies were originally marketed as "chocolate candies that won't melt in your hand." This catchy slogan highlighted one of the primary features of M&M's – their resistance to melting, making them ideal for consumption in various settings.

Initial Release and Popularity

M&M's were first introduced to the public in 1941, but production was halted due to World War II. During the war, the military recognized the value of M&M's as a soldier's snack. The candies were included in soldiers' rations, which helped to popularize them further. After the war, M&M's gained traction in the consumer market, and by 1947, they were being sold in stores across the United States.

The original M&M's came in five colors: red, yellow, green, brown, and violet. The candies were sold in cardboard tubes, a packaging choice that was later changed to the iconic plastic bag we recognize today. Over the years, M&M's expanded their color palette and began to introduce new flavors and varieties.

Expansion and Innovation

The success of M&M's led to continuous innovation and expansion. In the 1950s, the brand introduced the first new color, blue, which was added after a public vote. This trend of involving consumers in the brand's decision-making would become a hallmark of M&M's marketing strategy.

New Flavors and Varieties

The introduction of new flavors and varieties has been a significant part of M&M's history. Some

notable developments include:

- **Peanut M&M's (1954):** These were the first variation of the original chocolate M&M's, featuring a peanut center.
- **Almond M&M's (1988):** Following the success of Peanut M&M's, this version featured an almond instead of a peanut.
- **Crispy M&M's (1999):** Made with a crispy rice center, this variation was initially discontinued but saw a revival due to consumer demand.
- **Mint M&M's (2001):** This variety introduced a refreshing mint flavor, appealing to a new audience.
- **Caramel M&M's (2016):** These candies added a gooey caramel center, expanding the M&M's flavor profile even further.

The brand has also experimented with seasonal and limited-edition flavors, such as Pumpkin Spice M&M's for fall and Red Velvet M&M's for Valentine's Day, keeping the product fresh and exciting for consumers.

Marketing Strategies

M&M's marketing strategies have played an essential role in their success. The brand has embraced a playful and humorous image, making it appealing to both children and adults. One of the most recognizable aspects of M&M's marketing is their animated character mascots, which were introduced in 1995.

The M&M's Characters

The M&M's characters are anthropomorphized versions of the candies, each with distinct personalities:

- **Red:** The self-proclaimed leader, often portrayed as confident and slightly arrogant.
- **Yellow:** The lovable and goofy character, serving as comic relief.
- **Green:** The sassy and confident female character.
- **Brown:** The sophisticated and intelligent character.

These characters have been featured in numerous commercials, helping to create a strong brand

identity. M&M's advertising campaigns often focus on humor and creativity, making them memorable and engaging.

Cultural Impact and Legacy

M&M's have become more than just a candy; they are a cultural icon. Their presence is felt in various aspects of popular culture, from movies to music and art. The brand has embraced this cultural significance, collaborating with various artists and events to maintain its relevance in contemporary society.

Global Reach

While M&M's originated in the United States, they have become a global brand. The candies are now sold in over 100 countries, and the brand has adapted its marketing strategies to cater to different cultures. Special flavors such as Matcha Green Tea M&M's in Japan and Dulce de Leche M&M's in Latin America showcase the brand's versatility and willingness to adapt.

Conclusion

The history of M&M candy is a testament to innovation, creativity, and adaptability. From its humble beginnings during World War II to its current status as a beloved candy worldwide, M&M's have continued to evolve and capture the hearts of consumers. With a wide range of flavors, clever marketing strategies, and a strong cultural presence, M&M's are likely to remain a staple in the confectionery world for years to come. The journey of M&M's serves as a reminder of how a simple idea can lead to extraordinary success and lasting impact.

Frequently Asked Questions

When was M&M's candy first introduced to the market?

M&M's candy was first introduced to the market in 1941.

What inspired the creation of M&M's candy?

M&M's candy was inspired by a need for a chocolate that wouldn't melt in soldiers' hands during World War II.

Who were the founders of M&M's candy?

M&M's candy was created by Forrest Mars and Bruce Murrie, the son of the founders of the Mars Company and Hershey Chocolate respectively.

What significant advertising campaign is associated with M&M's?

The 'Melts in Your Mouth, Not in Your Hands' campaign, launched in 1954, is one of the most significant advertising campaigns associated with M&M's.

How has M&M's candy evolved in terms of flavors and varieties?

M&M's has evolved significantly since its inception, introducing various flavors and varieties including peanut, almond, crispy, pretzel, and seasonal flavors.

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