

How many "M&M's"® are consumed and produced each day?

As you can imagine, there are millions of "M&M's"® Chocolate Candies made every day as well as consumed by our valued consumers. There are over 400 million produced each day and "M&M's"® Chocolate Candies are made all over the world. In the U.S. they are made in New Jersey and Tennessee.

What are the colors of "M&M's"® Chocolate Candies?

When the original "M&M's"® Milk Chocolate Candies mix was introduced in 1941, the colors were red, yellow, green, brown, orange and violet. In 1949 tan replaced violet. The color Blue replaced Tan in 1995.

What is the percent of each color in "M&M's"® packages?

"M&M's"® Milk Chocolate Candies: 30% brown, 20% each of yellow and red and 10% each of orange, green and blue.

Do the different "M&M's"® colors taste different?

The color from the candy shells has no taste. It's the delicious milk chocolate (and inclusions like peanuts and crisped rice) inside, with the crisp sugar shells outside, that provide all the taste and texture of "M&M's"® Chocolate Candies. While there is no difference in taste due to the different colors, consumers do eat their "M&M's"® in a variety of different ways, i.e., sorting the colors out separately and eating one color at a time, allowing the color to dissolve from the candy shell in their mouths prior to chewing the candy, and of course just enjoying them one by one.

How do you put the "m's" on the "M&M's"® Chocolate Candies?

The trademark "m" is put on the "M&M's"® Chocolate Candies with a machine designed especially for us, calibrated so the candy shell will not crack during the process. The process is very similar to offset printing. The "m" was first imprinted on "M&M's"® Milk Chocolate Candies in black. In 1954 the imprinted "m" on each candy piece was changed from black to white.

Source: <http://www.mms.com/cai/mms/faq.html>