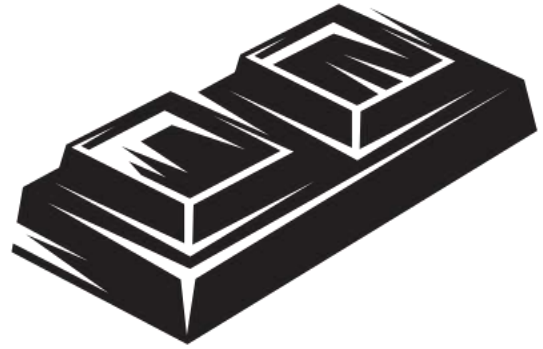


# Candy Bars: The Hershey Company vs. Mars

## Hershey's

The Hershey Company, often called Hershey's, is an American multinational company. It is one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, as well as other products.



Its headquarters are in Hershey, Pennsylvania. It was founded by Milton S. Hershey in 1894 as the Hershey Chocolate Company. It is a publicly traded company with stock listed on the New York Stock Exchange. Hershey's chocolate is available in 60 countries. Chocolate bars that many recognize and enjoy include:

**Almond Joy**, coconut topped with almonds and covered in milk chocolate

**Cadbury Dairy Milk**, various products, all made with milk chocolate

**Dagoba Organic Chocolate**, selling specialty chocolate bars, baking chocolate, cacao powder, chocodrops, and drinking chocolate

**Dream** (called Cadbury White in the UK), made of white chocolate

**5th Avenue**, peanut butter crunch layers covered in chocolate

**Heath bar**, toffee and almonds in milk chocolate

## Hershey bar

### Hershey bar with Almonds

**Hershey's Plant Based Chocolate**, oat chocolate with Almonds

### Hershey's Drops

### Hershey's Extra Dark

### Hershey's Kisses

**Hershey's Kisses Special Selection** (sold only in the Philippines)

### Hershey's Miniatures

**Hershey's Special Dark**, which consists of 45% cacao solids

**Oh Henry!**, containing peanuts, caramel and fudge

**Kit Kat** (only in United States)

**Krackel**, crisped rice in chocolate

**Military chocolate**, a part of the standard United States military ration

**Mounds**, coconut covered in dark chocolate

**Mr. Goodbar**, consisting of peanuts in chocolate

**Nutrageous**, peanut butter center, caramel coating, topped with peanuts, covered in chocolate

**Reese's Fast Break**, a chocolate bar with peanut butter filling

**Reese's Plant Based Peanut Butter Cups**, oat chocolate with peanut butter filling

**Reese's Peanut Butter Cups**, smooth peanut butter filling enveloped in Hershey's chocolate

**Reese's Sticks**, variation on cups

**Reese's Take 5**, five layers of sweet and salty flavor

**Scharffen Berger Chocolate Maker**, primarily produced chocolate bars using small-batch processing and focusing on dark chocolate varieties with high cocoa solid content

**Skor**, butter toffee covered in milk chocolate

**Snack Barz**, crisped rice held together with marshmallow and coated with milk chocolate

**Symphony, milder, more milky style of milk chocolate, popular in Europe**

**Whatchamacallit**, bar of peanut-flavored crisp

**Whozeewhatzit**, chocolatey crisp and smooth peanut butter wrapped in rich chocolate

**Zero bar**, caramel, peanut and almond nougat covered in white chocolate fudge

## **Mars**

Mars, Incorporated is an American multinational manufacturer of confectionery, pet food, and other food products and a provider of animal care services, with \$45 billion in annual sales in 2022.

Mars was ranked as the fourth-largest privately held company in the United States by Forbes. Headquartered in McLean, Virginia, the company is entirely owned by the Mars family. Because it is a privately held company, it does not have to release information the way Hershey's does. Some of its popular chocolate bars include:

**3 Musketeers**, chocolate-covered, fluffy, whipped nougat

**Bounty**, coconut-filled, chocolate-covered

**Celebrations**, miniature chocolate bar collection

**Dove**, wide range of chocolates including milk chocolate, dark chocolate, caramel,

**Ethel's and Ethel M**, gourmet chocolate

**Fling**, chocolate truffle treat with under 85 calories per finger

**Galaxy**, sold in the United Kingdom, Ireland, South Africa, the Middle East, Morocco, India, Pakistan, Malta.

Also sold in the United States, Canada, Mexico and various Continental European countries as Dove

**M-Azing**, milk chocolate candy bar with M&M's Minis inside

**M&M's**, multi-colored button-shaped chocolates, with the letter "m" printed in lower case in white on one side of the candy coating

**Maltesers**, malted milk center surrounded by milk chocolate.

**Marathon**, braided chocolate covered caramel

**Mars**, caramel and nougat coated with milk chocolate.

**Milky Way**, nougat, caramel topping, covered in milk chocolate.

**Munch**, peanut bar

**Revels**, chocolate coated confectionery with assorted centers

**Snickers**, nougat topped with caramel and peanuts, all encased in milk chocolate

**Topic**, nougat topped with caramel and peanuts, all encased in milk chocolate.

**Tracker**, chewy cereal bar

**Twix**, caramel shortbread chocolate bar

### **Hershey's vs. Mars**

Most people consider Mars chocolates to be sweeter, while Hershey chocolates are on the bitter side.

Hershey's chocolate is one of the few brands that still use fresh milk to make milk chocolate.

Both Hershey's and Mars are popular chocolates, but Hershey's is a bigger in the U.S. market.

Mars is more popular in Europe, because of Hershey's distinct taste. It is even ridiculed as bad tasting chocolate. Many in Europe believe Americans do not know chocolate.