

Snickers vs. Baby Ruth Candy Bars: What's the Difference?

The combination of milk chocolate, peanuts, nougat, and caramel have delighted the taste buds of people around the world for over 100 years. The chewy, smooth, and crunchy candy bars, **Snickers** (made by Mars, Inc). and **Baby Ruth** (now made by Ferrero, once made by Nestlé) are favorite treats.



Snickers: Has a smooth milk chocolate taste, balanced with creamy nougat that has a malt flavor, and caramel. The dominate flavor is the peanuts blended throughout the entire bar. It's nicely balanced and isn't overly chewy. The milk chocolate has a very familiar taste that is much

different than the chocolate in a Baby Ruth bar.

Baby Ruth: Has a bit more chew than the Snickers. It also has creamy nougat. Its peanuts are larger. The crunch comes from the fact that the peanuts are distributed across the entire candy bar. There's a strong flavor in the nougat that many would describe as a bit like chocolate and maybe molasses. Also, the peanuts have a bolder taste because they are dry roasted.

These two candy bars have become household names and are popular mini-bars at Halloween. They're a constant companion when you check out of the grocery store, alongside other staples like gum, mints and tabloid newspapers.

The Baby Ruth candy bar was named after President Grover Cleveland's daughter, Ruth. It's a common misconception that it was named after the legendary New York Yankees baseball player, Babe Ruth.

If you eat a "fun size" Baby Ruth, a common Halloween treat, you may say to yourself, "*Hmm, this tastes a lot like another candy bar!*" While made of the same basic ingredients, they are not exactly the same.

- Baby Ruth has more peanuts.
- Snickers has smoother chocolate.
- Baby Ruth has larger peanuts.
- Snickers has more caramel.

How do these 2 candies compare?

When tasting both side by side, there are obvious differences. Not only in the way the bars are layered but how each ingredient is made. The chocolates, even though both are milk chocolate, are different from one another. The nougats do not taste similar. Each of these candy bars has a completely different level of crunch and mouth feel from the peanuts.

Snickers is far more popular. In 2019, people ate 42.55 million Snickers vs 15.88 million Baby Ruth. With similar ingredients, but different tastes, which do you prefer?