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BUILDING BUSINESS THROUGH PARTNERSHIPS

MARS Retail Group has Lip Smacking New Deals

MARS Retail Group (MRG) offers some of the country's most recognizable brands, including M&M's, Dove, Snickers, 3 Musketeers, Twix, Combos, Starburst, and Skittles. With products for all ages across all categories, including apparel, novelties, collectibles, and electronics, MRG has grown from 12 licensees to 50 in the past two years.

Retailers and consumers are looking for exclusivity and uniqueness, says John Capizzi, general manager of wholesale and licensing for MRG. That's why, he says, when creating M&M'S-branded tins designed exclusively for Cracker Barrel in a partnership with CandyRific,



MRG "worked with Cracker Barrel to create a unique item that represented both of our companies' values." The decorative tin item features M&M'S brand characters sitting on rocking chairs playing checkers.