

UPC/UCC Guide



Wait 'Til You Crack These Open!

- M&M'S® Brand Coconut puts a colorful, chocolate twist on coconut-flavored treats and surrounds it with a crisp candy shell
- M&M'S® Brand is the #1 in chocolate candy sales¹
- M&M'S® Brand Total franchise sales up 5.6% vs. YAG¹

M&M'S® Brand Mixed Singles Counter Unit

96 Ct., 2/CA

48 Ct. M&M'S® Brand Coconut Chocolate Candies

48 Ct. M&M'S® Brand Wildly Cherry Chocolate Candies

Item #38749

M&M'S® Brand Coconut Chocolate Candies

1.5 oz., 24 Ct., 12/CA, Item #32570

M&M'S® Brand Wildly Cherry Chocolate Candies

1.5 oz., 24 Ct., 12/CA, Item #26186



Zero Suppressed UPC



Zero Suppressed UPC



Exploded UPC



Exploded UPC



Carton UPC



Carton UPC



Open Stock Case UCC



Open Stock Case UCC



Counter Unit UCC



Counter Unit UPC



¹Graphics and dimensions subject to change
1. IRI FDMC (excluding Wal-Mart), 52 w/e 6/14/09.

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Mixed Singles Shipper/Powerwing

264 Ct., 1/CA

48 Ct. M&M'S® Brand Wildly Cherry Chocolate Candies

24 Ct. M&M'S® Brand Coconut Chocolate Candies

48 Ct. M&M'S® Brand Peanut Chocolate Candies

48 Ct. MILKY WAY® Brand Simply Caramel Bar

96 Ct. SNICKERS® Bar

Item #38765

SNICKERS® Bar
2.07 oz., 48 Ct., 8/CA, Item #01202

M&M'S® Brand Wildly Cherry Chocolate Candies
1.5 oz., 24 Ct., 12/CA, Item #26186



Carton UPC



Carton UPC



M&M'S® Brand Coconut Chocolate Candies
1.5 oz., 24 Ct., 12/CA, Item #32570

MILKY WAY® Brand Simply Caramel Bar
1.91 oz., 24 Ct., 12/CA, Item #38713



Carton UPC



Carton UPC



M&M'S® Brand Peanut Chocolate Candies
1.74 oz., 48 Ct., 8/CA, Item #01232



Carton UPC



Shipper/Powerwing UCC



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