

## Activity Sheet 3: Two Real Candy Companies

### Mars, Incorporated

It all began in 1911 in the kitchen of Frank and Ethel Mars in Tacoma, Washington, where they made and sold a variety of butter-cream candies. In 1920, after visiting a local drugstore with his son Forrest, Frank was inspired to produce a version of chocolate and malted milk that could be enjoyed anywhere. The result was the Milky Way bar. It was an immediate success.

Together the Mars family created their own company that later produced many other world famous confections, including Snickers and M&M's. These candies were the foundation of what became a global snack food business. Their business was further strengthened when, while working in Europe during the 1930's, Forrest Mars created a protective candy coat to stop chocolate from melting. M&M's were born; their success was ensured when they were adopted as a staple ration for US forces. Today, M&M's are famous the world over.

By the 1970's, Mars was known for a variety of businesses classified into four distinct areas: snack food, food, pet care and drink vending and electronics. When a company has many different businesses like Mars it is called a conglomerate. Over the years Mars has grown from a small kitchen production line to a multibillion dollar business. Mars' products bear a variety of well-recognized names including Twix, Snickers, M&M's, Pedigree, Whiskas, Cesar and Sheba in pet care and Uncle Ben's in foods. Mars remains a privately held, family company.

Forrest Mars ran his company very strictly. He demanded absolute loyalty from his employees and paid his executives big bonuses for this loyalty. Forrest Mars also demanded punctuality. He had everyone in the company punch a time clock and carry a time card. He was also very exacting. If each Snicker's did not have 15 peanuts on top, an executive would be in trouble. The lettering on each M&M's had to be perfect. He only gave two public interviews in his entire life. One in 1930, and one before his death sixty years later. In his later years, he became a very reclusive billionaire. He liked to observe his staff through two-way mirrors, and was known by them as "the phantom of the candy company."

Learn more about Mars, Incorporated by visiting their home page at [www.mars.com](http://www.mars.com). You will find more reasons at their official website why they remain a private held company.

## The Hershey Company

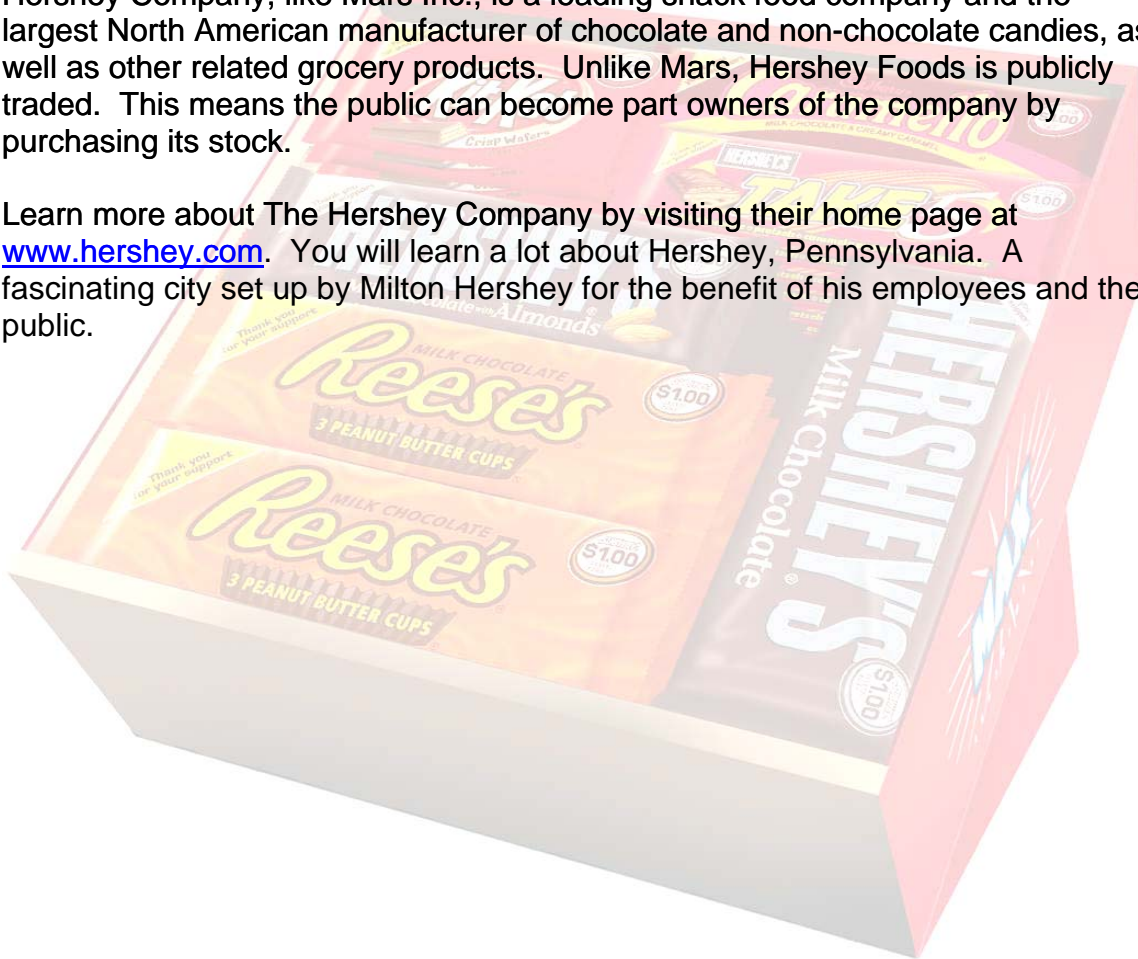
**R**aised in rural Pennsylvania, Milton S. Hershey had little formal education and was nearly bankrupt by the time he was thirty. Nonetheless, Milton created the multibillion dollar company known today as Hershey Foods.

The company began as a part of Milton's Lancaster Caramel Company. Milton became the first American to develop a formula for manufacturing milk chocolate. It was affordable, tasted good and remained fresh for a long time. No wonder it was an immediate sensation!

Milton went on to become one of America's wealthiest individuals and a successful businessman whose products are known the world over. He was a visionary builder of the town, which bears his name and, a philanthropist whose generosity continues to touch the lives of tens of thousands of people.

The Hershey Company has grown spectacularly through the years. Today, the Hershey Company, like Mars Inc., is a leading snack food company and the largest North American manufacturer of chocolate and non-chocolate candies, as well as other related grocery products. Unlike Mars, Hershey Foods is publicly traded. This means the public can become part owners of the company by purchasing its stock.

Learn more about The Hershey Company by visiting their home page at [www.hershey.com](http://www.hershey.com). You will learn a lot about Hershey, Pennsylvania. A fascinating city set up by Milton Hershey for the benefit of his employees and the public.



## Questions

Use what you read to answer the following questions:

1. Why do you think Forrest Mars kept his company private and never sold stock to the public?
2. Why do you think Milton S. Hershey brought his company public and sold stock to the public?
3. Explain which company you think is better protected in the ultra-secret world of candy making?
4. What other interesting information about Mars Company and Hershey Company did you learn by visiting their web sites? Make a Venn Diagram and compare your results.