



Board of Commissioners of Cook County

118 North Clark Street
Chicago, IL

Legislation Details

File #:	17-1127	Version:	1	Name:	COMMEMORATING THE 75th ANNIVERSARY OF M&M CANDIES
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Title:	PROPOSED RESOLUTION				

COMMEMORATING THE 75th ANNIVERSARY OF M&M CANDIES

WHEREAS, M&M candies, the iconic, colorful, button-shaped candy, is celebrating its 75th anniversary of production; and

WHEREAS, M&M candies is a product of Mars, Incorporated, which was founded in 1911 In Tacoma, Washington, and now is an international company with manufacturing plants throughout the United States, Belgium, Great Britain, Mexico, and 17 other locations in Europe and Asia; and

WHEREAS, Mars Candy has had a presence on the Northwest Side of Chicago in the Galewood neighborhood since 1929; and

WHEREAS, the original candies produced by Mars include Milky Way (1923), Snickers (1930), and Three Musketeers (1932); and

WHEREAS, the first M&M candies were produced in 1941 and were designed to allow soldiers in World War II to carry chocolate that would not melt; and

WHEREAS, the two "M's" stand for "Mars," after the Mars family, and "Murrie," after Bruce Murrie, son of the president of Hershey's, which at the time had a twenty percent stake in M&M's; and

WHEREAS, packaged in cardboard tubes, M&M's were launched to the general public in 1945, and in 1950 the signature "M" was printed on the candies to ensure consumers were getting the real thing; and

WHEREAS, in 1954 the first spinoff, Peanut M&M's, were introduced along with the slogan, "Melts in your mouth, not in your hands." Today M&Ms come in a variety of flavors and forms, including minis, dark chocolate, almond, and pretzel; and

WHEREAS, in 1981 Mars became the first candy in space when M&M's were chosen by the first space shuttle astronauts to be included in their food supply; and

WHEREAS, M&M's are Mars' biggest chocolate brand with more than \$1 billion in annual sales; and

WHEREAS, the Mars chocolate factory in Galewood is an active member of the community and is known for having employees dress up in chocolate-themed costumes on Halloween and give out full-size Mars candy bars to neighborhood trick-or-treaters; and

WHEREAS, Mars, which acquired Chicago's Wrigley Company, will be locating its new global unit, Mars Wrigley Confectionery, in Chicago's Goose Island; and

WHEREAS, Mars is known to be committed to the environment, staff and employee development, and healthy eating initiatives; and

WHEREAS, Mars, Incorporated is on the list of 2016 Best Workplaces for Parents in the U.S. as well as being named a 2016 Best Workplaces for Diversity by Great Place to Work and Fortune.

NOW, THEREFORE, BE IT RESOLVED, that the President and Board of Commissioners of Cook County do hereby congratulate Mars, Incorporated as it celebrates the 75th anniversary of the popular M&M candies and thank the company for its positive impact on the Chicago area.

Sponsors: PETER N. SILVESTRI, RICHARD R. BOYKIN

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Date	Ver.	Action By	Action	Result
1/17/2017	1	Board of Commissioners	approve	Pass