



Since its launch in 1960, Galaxy® has seen strong growth that continues to strengthen year-on-year. Such success is built on the consistency of its positioning of magic, femininity and indulgence. Galaxy believes that true chocolate indulgence is about the whole eating experience, which is why everything about Galaxy chocolate, from the taste, to the shape, to the packaging, is designed to make indulging in a Galaxy moment as pleasurable as possible.



**Market**

The UK confectionery market, currently valued at an estimated £4.5 billion (Source: IRI Infoscán), has seen a slowing rate of growth. Chocolate confectionery accounts for the bulk of sales in the market, with the remaining share taken up by sugar products. With brands leveraging the indulgent positioning of their products, the premium market has seen considerable development, while occasions such as everyday sharing have also been targeted.

The UK chocolate confectionery market remains dominated by Cadbury, Mars and Nestlé, and new product development (NPD) is firmly centred on brand extension rather than bringing new names to the consumer.

The UK block chocolate market is worth £683 million, with Galaxy block chocolate worth £100.4 million, a 14.7 per cent share of the total market (Source: IRI Infoscán TNS Worldpanel/Usage Panel).

The Galaxy brand represents the largest growth in the block category over the past five

years, with this trend accelerating recently to reach an 18 per cent year-on-year growth in 2006 (Source: CAGR IRI 52 w/e 30 Dec 06/IRI 52 w/e 30 Dec 06).

**Achievements**

If Galaxy were a stand-alone company, it would be the fourth-largest confectionery manufacturer in the UK, behind the current leaders Cadbury, Trebor Basset, Mars Snackfood UK (the brand's parent company) and Nestlé UK.

<b>1960</b> Galaxy is launched in the UK and Ireland.	<b>1987</b> The 'Why have cotton when you can have silk?' Galaxy advertising campaign is launched.	<b>1987</b> Ripple and Minstrels are rebranded as part of the Galaxy product family.	<b>1987</b> Galaxy ice cream is launched.	<b>1995</b> Galaxy Caramel is launched.	<b>2000</b> The Galaxy Amicelli and Galaxy Silk collections are launched.
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The entire Galaxy product portfolio is worth £220 million, with Minstrels worth £51 million and Ripple £26 million (Source: IRI Infoscán Total Market 2006).

The Galaxy brand has grown by 10 per cent in the past three years (Source: CAGR IRI 52 w/e 30 Dec 06/IRI 52 w/e 30 Dec 06).

As part of Mars Snackfood UK, the Galaxy brand is ultimately part of Mars Incorporated, which employs 39,000 people in more than 65 countries. Its products are consumed in more than 100 countries and the company has global annual sales of US\$18 billion.

**Product**

Galaxy offers three main products: Galaxy block chocolate, which is marketed simply as smooth and creamy milk chocolate; Minstrels bite size, which are smooth and creamy pieces of Galaxy milk chocolate encased in crispy shells; and the Ripple bar, smooth and creamy Galaxy milk chocolate with a rippled centre.

There have been many brand extensions to Galaxy, not only in bar format – such as Galaxy Caramel – but other confectionery products such as ice cream and seasonal Christmas and Easter egg variants. In addition to this, the Galaxy range of drinks includes Galaxy chocolate flavoured milk, Galaxy Thick Shake and Galaxy Instant Hot Chocolate Drink.

**Recent Developments**

Galaxy teams are constantly working to create new and innovative ways with Galaxy chocolate. In 2007, the brand will launch three new large block variants: Smooth Dark; Roasted & Caramelised Hazelnut; and Raisin, Almond & Hazelnut.

<b>2003</b> The Galaxy brand is relaunched.	<b>2004</b> Galaxy sponsors the film Bridget Jones's Diary.	<b>2005</b> Galaxy's relationship with reading is established.	<b>2006</b> Galaxy sponsors the film The Devil Wears Prada and launches its Richard & Judy Book Club sponsorship.
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These have a new shape and use a new recipe that is designed to create an even smoother taste. The new products will also feature new premium packaging. To support the launch, a large-scale marketing campaign including TV advertising and product sampling is planned.

**Promotion**

Twenty years ago, Galaxy's 'Why have cotton when you can have silk?' TV communication propelled Galaxy into the hands of consumers. Having provided a strong platform for the Galaxy brand, the chocolate was able to achieve 16 years of strong sales success in



the market. In 2003, the brand was refreshed and relaunched to focus on indulgence and women's relationship with chocolate. The relaunch and subsequent consumer activity has aided continued growth for the brand.

These activities included links with a number of key female indulgent occasions such as films or reading.

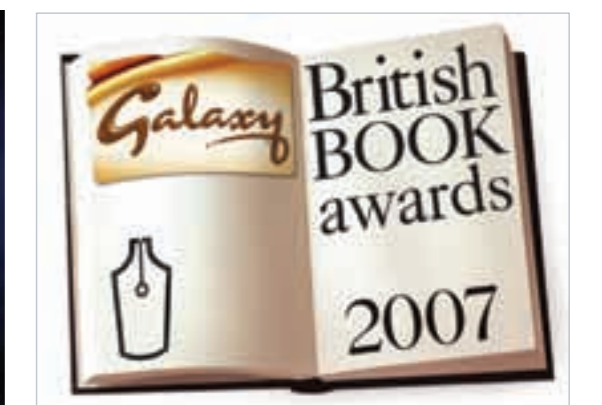
The first collaboration between Galaxy and films was Down With Love in 2002, followed by the highly successful Bridget Jones partnership in 2004 and another female oriented title, The Devil Wears Prada, in 2006.

The link with reading started in 2005 with different associations with female magazines and bookstore samples. In 2006 Galaxy linked up with the Richard & Judy Summer Book Club and in 2007 Galaxy was the first title sponsor of the British Book Awards with a multimedia campaign, including TV, press, online and PR, to support the link with reading.

**Brand Values**

With a target audience of women between the ages of 25-45, Galaxy stands for 'me time', indulgence, femininity and sensuousness. The Galaxy brand understands the ritualistic nature of chocolate eating, and as a brand aims to provide an entire Galaxy experience, rather than just chocolate.

[www.masterfoods.com](http://www.masterfoods.com)



**Things you didn't know about Galaxy®**

Galaxy was listed at number 26 in Checkout magazine's annual Top 100 Grocery Brands report for 2007, using data from ACNielsen.

Galaxy chocolate has sales which total those of Ferrero, Green & Black's, and Lindt combined (Source: IRI Infoscán, TNS Worldpanel/Usage Panel).

162 bars of Galaxy 150g are purchased every minute across the UK.

6,011 Minstrels are eaten every second somewhere in the UK.