

# Classroom Candy Corner

## Background Information

The following information is taken from an excerpt of an e-mail response written by a Mars Company customer service representative:

Our color blends were selected by conducting consumer preference tests, which indicate the assortment of colors that pleased the greatest number of people and created the most attractive overall effect.

Brown is the dominating color. We believe it is selected most frequently because it reminds consumers of chocolate.

On average, the mix of colors for M&M'S CHOCOLATE CANDIES is:

Milk Chocolate	Peanut	Peanut Butter	Almond	Crispy	MINI'S
30% Brown	20% Brown	20% Brown	20% Brown	16.6% Brown	12.5% Brown
20% Yellow	20% Yellow	20% Yellow	20% Yellow	16.6% Yellow	12.5% Yellow
20% Red	20% Red	20% Red	20% Red	12.5% Red	12.5% Red
10% Orange	10% Orange			16.6% Orange	12.5% Orange
10% Green	10% Green	20% Green	20% Green	16.6% Green	18.75% Green
10% Blue	20%Blue	20% Blue	20% Blue	16.6% Blue	18.75% Blue
					12.5% Pink

Each large production batch is blended to those ratios and mixed thoroughly. However, since the individual packages are filled by weight on high-speed equipment, and not by count, it is possible to have an unusual color distribution.