

Mars Food & Nutrition announced expansion in ready meals space

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Mars Food & Nutrition, a Mars, Incorporated business segment with some of the world's leading food brands, has announced its expansion in the ready meals space, starting with the launch of Ben's Original Street Food in the U.S. and Canada and Ben's Original Lunch Bowls and Favourites in the U.K.

Investment in the new ranges is an exciting next chapter for Mars Food & Nutrition as it seeks to respond to changing consumer needs, helping more people easily access healthy and tasty food.

Consumers juggling busy lives are prioritising convenience; according to new research, 48 per cent in the U.S. are spending fewer than 15 minutes daily on meal preparation¹. Yet, they don't want to sacrifice flavour or nutrition – two-thirds of consumers globally are curious about new world flavours, while 50 per cent across all age groups say healthy eating is a top priority for them. Mars Food & Nutrition is responding to these trends by offering consumers meals that are healthy, tasty and convenient, and that fuse flavours from around the world.