



>> <https://www.yumda.com/en/news/1173010/>

Mars Wrigley Announces Limited Edition SNICKERS® Cinnamon Bun

The Walmart exclusive flavor brings better moments and more smiles with a nostalgia-inspired experience in every bite

05.10.2021 - Mars Wrigley announced SNICKERS® latest, mouth-watering innovation – SNICKERS Cinnamon Bun will be hitting Walmart shelves in October, taking the classic seasonal flavor to the next level.



Mars

SNICKERS Cinnamon Bun features cinnamon bun flavored nougat, mixed with crunchy peanuts, and topped with buttery caramel, all cloaked in rich milk chocolate.

Giving a delicious nod to the fall (and football!) season, SNICKERS Cinnamon Bun brings the flavor of warm-from-the-oven cinnamon rolls into your favorite SNICKERS chocolate bar. The newest flavor features cinnamon bun flavored nougat, mixed with

crunchy peanuts, and topped with buttery caramel, all cloaked in rich milk chocolate.

"We're excited to continue delivering better moments and more smiles through new innovations for our fans and aim to surprise them with delicious flavor experiences," said Michelle Deignan, Mars Wrigley Senior Brand Director. "SNICKERS Cinnamon Bun delivers a classic flavor that welcomes the fall season and offers a moment of comfort with a taste and texture only SNICKERS can provide."

SNICKERS® Cinnamon Bun will be available for a limited time only beginning in October exclusively at Walmart in Singles (1.5 oz.) and on Walmart.com in a 24-Count Singles Box. This latest innovation follows an exciting year for the brand with the launch of SNICKERS Almond Brownie and the announcement of the SNICKERS Rookie Mistake of the Year program which aims to reward NFL fans for acknowledging and sharing their rookie mistakes for the chance to win tickets to Super Bowl LVI along with additional prizes.