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Mars unveils innovative indulgences

With warmer days just ahead, Mars has unveiled its newest ice cream innovation, the TWIX® Cookies & Creme Ice Cream Bar. Inspired by the TWIX Cookies & Creme Chocolate Candy Bar, this frozen treat is packed with creamy vanilla ice cream mixed with chocola

By **Vallari Mathure** | May 21, 2020



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As the world adjusts to new ways of living, taking the time to find joy in everyday moments can make our days brighter. Whether its birthdays and graduations, video-chatting with family or simply winning game night, many days are filled with little moments worth celebrating – and what better way to put a smile on your face than with ice cream.

"We’re thrilled to kick off summer celebrations this year with our TWIX Cookies & Creme Ice Cream innovation," said Jayesh Shah, Mars Ice Cream Marketing Director. "This frozen treat offers an exciting new twist on our classic ice cream bar – and we hope it delivers a welcomed smile to fellow TWIX fans this summer season."

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