

Product quality

Quality is the first of our Five Principles: “The consumer is our boss; Quality is our work; Value for money is our goal”

These simple words guide our approach to ensuring we deliver products that delight our consumers and are of uncompromising safety standards. Our mission is to understand our consumers’ needs and consistently reach standards of excellence in the product we deliver to them with regards to product quality and value for money.

In designing our products we strive to ensure that we understand all factors that influence the quality and safety of our products, so that we develop and operate our manufacturing processes to meet our consumers’ expectations.

The Mars Quality Management Process (QMP) is applied to all aspects of our supply chain, from acquiring high quality ingredients; to the manufacturing processes in our factories; to the distribution of our products to our consumers; and to the manner in which we check that our consumers are satisfied with our delivery. We strive to maintain the Mars QMP at the leading edge of quality management practices. This is achieved by benchmarking against international quality and food safety standards and best practice throughout the food industry. Additionally we regularly check compliance with and effectiveness of execution of the QMP by a range of internal and external audit activities. The backbone of the Mars QMP is the application of a Hazard Analysis Critical Control Point (HACCP) – a food safety management approach to manage all food safety issues across the supply chain. Continuous improvement is the underpinning foundation of the Mars QMP. We drive to raise the level of our standards and to learn continually how we can do things more effectively and more efficiently.

All our associates are committed to the quality of our products. We support their passion by equipping them with the technical skills to deliver quality excellence. This supports the accountability of each and every associate within the Mars organisation to deliver in line with the needs of our consumers.

Our passion for our consumers, our passion for our products, and the execution of an efficient quality management process, is our commitment to deliver against the expectations of the first of our Five Principles – Quality.