



Tasting Profits With a Latin Flavor; Dulce de Leche Joins the M & M Family as Hispanic Favorites Go Mainstream



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M & M's have officially gone Latino. And that's fine, because so many other products have too.

This week, Mars Inc., the nation's third-largest confectioner, announced its plans to tempt Hispanic snackers with a new flavor for its popular M & M's candies. Not surprisingly, perhaps, the flavor, which will be rolled out in heavily Hispanic markets at the end of this month, is one that has already caught on big time around the country: the seductively sweet caramel known as dulce de leche, star of Latin American desserts.

Dulce de leche, which means "sweet of milk" and is pronounced DOOL- say duh LAY-chay, is one of the latest Latin imports to be absorbed into "mainstream" American ...

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