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M&M's meltdown!

Thousands swarm for 185 store jobs

BY XANA O'NEILL, BRENDAN BROSH and CORKY SIEMASZKO
DAILY NEWS WRITERS

Thousands of job-hunters seeking a sweet gig swarmed a Manhattan office yesterday in the hopes of getting one of 185 coveted openings at the new M&M's World theme store in Times Square.



But the mouth-watering opportunity melted away in the chaos - and all anyone got was a job application in their hands.

"How could they do that when the ad says, 'On-the-spot hiring,'" said Akiya Lindsey, 27, of the Bronx. "That's false advertising."

Phil Levine of the Mars candy company conceded, "We were overwhelmed."

"We expected a few hundred people to show up and we got 5,000," he said. "We expected a good response, but nothing of this magnitude."

The Mars Retail Group promised sweet rewards to those who applied for their 65 full-time and 130 part-time jobs in ads that ran in the Daily News, craigslist.org and other media outlets.

Hopefuls were lured by a starting salary of \$10.75 an hour and the kind of generous health insurance and benefits package rarely seen these days at entry-level jobs. Best of all, the Mars people promised "ON-THE-SPOT HIRING."

Little wonder that even before the recruiters arrived at 519 Eighth Ave., there was an army of applicants waiting outside.

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