

BRANDWEEK

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CANDYRIFIC FANS M&M's, GOES LOONEY FOR TWEETY

LOUISVILLE, KY.—Novelty candy maker **CANDYRIFIC** scored a licensing coup by hooking up with



M&M's, SKITTLES from Mars and **LOONEY TUNES'** Tweety bird. Candy dispensers that double as handheld, battery operated fans will

appear by fall, retailing at \$2.99-3.99. Three toy-candy combinations will sport M&M's characters while the Skittles brand displays Tweety on four styles.