

The Magazine for the Independent Convenience Retailer

PRODUCT WATCH

CIRCLE READER SERVICE NUMBER DESIGNATED BY #

Novelty

CANDYRIFIC (608) 767-1102

10



Candyrific, a novelty-candy manufacturer, is making it possible for lovers of M&M's and Skittles to make their mark and tell the world their favorite candy colors with a personal, handwritten note on their own candy-themed, collectible dry-erase message board. The M&M's and Skittles Brand Dry Erase Message Board candy is sold to retailers in either a 12-pack display or a master case, which has six displays, and a retail price of \$3.99.