



CandyR&D

NEW PRODUCT MARKETPLACE

At a glance

Louisville, Ky.-based **CandyRific** is releasing new candy items with the release of



Madagascar: Escape 2 Africa. Although the movie won't debut until Nov. 22, the themed candies will hit shelves in October. Characters Alex, Marty, Gloria and Melman will come as Giggle Heads, Sticker Stampers and zip-up candy tins. Each novelty item features candy for kids to enjoy while offering play value.

In lieu of the spooky holiday coming up in October, Hackettstown, N.J.-based **Mars Snackfood US** is introducing *Cool Ghoul's Mix* M&M's, joining purple and "electric green" M&M's with the



original black and orange Halloween colors. The mix is available in milk chocolate and peanut varieties. Many other Mars products will be available in fun size packaging for trick-or-treating on Halloween. This includes new *Snickers Rockin' Nut Road*, *Skittles Chocolate Mix*, *3 Musketeers Dark Chocolate Mint* and *Skittles and Starburst* variety bags. *Snickers* and *M&M's* milk chocolate and peanut chocolate candies are also available as full-size singles in a 10-pack bag.

Bethlehem, Pa.-based **Just Born, Inc.** has added new flavors to its *Mike and Ike Tropical Typhoon* candies. The new flavors, Caribbean Punch, Mango, Kiwi Banana, Strawberry Banana and Paradise Punch, reflect



Caribbean-inspired tropical tastes. All *Mike and Ike* candies are kosher and gluten-free. The *Tropical Typhoon* variety has a suggested retail price of \$0.29 to \$1.59 depending on the size of the treat.



Salem, Mass.-based **Bloomsberry & Co.** has released new designs for its premium chocolate bars for the Halloween, Thanksgiving and Winter holidays. Following suit of its other chocolate bar designs, the new holiday designs are comical and colorful. In an attempt to be environmentally friendly, the chocolate wrappers are recyclable. The 3.5-oz. bars are offered in milk and dark chocolate.