

DISTRIBUTION CHANNELS

2008 HOT NEW PRODUCTS

Seasonal Products Launched

CandyRific has launched a number of seasonal products, offering a new twist on old favorites. M&M Holiday Sticker Stampers are a three-in-one candy, stamper and sticker with M&M characters on top. SRP is \$2.99.



M&M Holiday Candy Fans are available for all holidays and feature a working fan and .18g of original M&Ms. SRP is \$3.99.

Airheads Seasonal Finger Pops fit over the finger and include a .12g strawberry Airhead pop. SRP is \$1.29.

Airheads Slinky Sport Pops is a toy and treat that fits on the finger. It includes a .12g Airheads lollipop and Slinky ring. SRP is \$1.29.

S'Mores and a Whole Lot More is a portable, mess-free version of the favorite summertime snack. The container includes marshmallows, crumbly graham crackers and chocolate, with an SRP of \$1.99.

Candy Jammer Guitars hold .22g of candy, while also allowing users to play songs. SRP is \$4.99.

Light Up Spray Candy combines a light-up feature with sour flavor. SRP is 99 cents.

Contact: CandyRific, 3738 Lexington Road, Louisville, KY 40207; (502) 893-3626; www.candyrific.com.

WHAT'S HOT

BY DARA CHADWICK

“We’ve got a novelty candy rack program right now that’s extremely successful. We started it in December and we’re selling more novelty candy than ever. Customers get the novelty candy rack for free, along with a planogram and shipments of the product on the rack. About 80 percent of the products on the rack are from **Kidsmania** and the other 20 percent is from **CandyRific**. It’s something new and different for us—we started it during the quiet time of the year and with the summer coming, it’s just getting better and better. We’re also doing well with basic candy bars and the new gum items—like **Stride** from **Cadbury North America**—seem to do really well for us, too.”

—Amy Perrington, purchasing agent
Sandstrom’s, Grand Rapids, MN