

New Product Review 2009

Candy/Toy Products

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Airheads Seasonal Finger Pop: a .42 oz strawberry pop is attached to a holder that fits over one's finger. Available for Halloween and Christmas, with an SRP of \$1.29. **Airheads Slinky Sport Pop**, combining a .42 oz Airheads lollipop and a Slinky ring, is also available. The SRP is \$1.49.



Surprise Airheads Pop: push a button and a spring-loaded creature pops out from the bottom. Five creatures available. The .42 oz lollipop toy has an SRP of \$1.49.

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M&M Baker: dispenses two M&M's candies each time the button is pressed. Holds .63 oz of M&M's candies and can be restocked. The SRP is \$7.99.



The Skittles Light Up Rainbow Wand: combines a toy wand with a .54 oz package of Skittles. The candy is in the base of the wand. The SRP is \$3.99.



M&M Holiday Candy Fans: battery-operated mini fans with M&M's characters in Valentine's, Easter, Halloween and Christmas themes. M&M's candies included. The SRP is

Candyrific (cont.)

\$3.99. **M&M Holiday Sticker Stampers:** containing candy, a stamper and stickers are also available. There are 15 stickers and 15 g of M&M's in the base. The SRP is \$2.99.



Everyday M&M Sports Bank: an M&M's coin bank with one .53 oz bag of M&M's. Four M&M's characters available. The SRP is \$4.99.



M&M's Seasonal Tins: each tin holds two .63 oz bags of M&M's candies. Available in Valentine's Day, Easter, Halloween and Christmas themes. The SRP is \$2.49.

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Airheads Extender Finger Pops: an Airheads sucker is attached to one of six animal designs. A pushbutton releases the extension part of the pop. SRP is 99¢.



In conjunction with the movie *Shrek Forever After*, **Shrek Giggle Head** combines a figurine with a lollipop. Other tie-ins with the movie include the **Shrek Fan** (a fan that works plus candy), **Shrek Candy Bank** (a reusable bank plus candy) and the **Shrek Sticker Stamper** (a stamper plus candy and stickers).