



ECRM[®]

Unwrapped

At the **Efficient Collaborative Retail Marketing's** (ECRM) "Annual Candy Planning" meeting in Dallas this past September, manufacturers came armed with unique everyday and novelty items designed to turn heads in the candy aisle.



Prepare for Shrek Mania

Just in time for the May 2010 release of the fourth Shrek film, "Shrek Forever After,"

CandyRific introduces its line of licensed Shrek novelty products. The line includes a Candy Cool Pop Fan with 0.38 ounces of candy, Sticker Stamper with 0.71 ounces of Microbites Candy, and a Candy Bank with 0.71 ounces of Microbites Candy.

The Candy Cool Pop Fans have a SRP of \$2.65 and ship six 12-count displays per case; The Sticker Stampers have a SRP of \$1.95 and ship six 12-count displays per case; and



the Candy Banks have a SRP of \$1.95 and ship six nine-count displays per case.

www.CandyRific.com

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