



Category Kings

Based on sales data from **Information Resources, Inc.** (52 weeks ending Nov. 1, 2009), below are the top five brands in key industry categories:

Novelty Chocolate Candy

1. Candyrific M&M's Novelty Candy
2. Palmer Nascar Novelty Candy
3. M&M's Novelty Candy
4. Ferrara Pan Monopoly Novelty Candy
5. Candyrific M&M's Nascar Candy