
VALENTINE PROFIT PREVIEW

PART I

CandyRific Licenses Find Valentine Homes

TINS EMBOSSED WITH GRAPHICS of the red M&M's character in a seasonal setting are new from CandyRific, LLC. Each tin holds two 0.63-ounce bags of M&M's and has a SRP of \$2.49.

Also available are M&M's Valentine's Sticker Stampers, three-in-one candy containers, stampers and sticker dispensers. Tubes hold 0.53 ounces of M&M's and 15 holiday stickers. They carry a SRP of \$2.99.

M&M's Valentine's Day Candy Fans are topped with characters and holiday sayings. Tubes hold 0.53 ounces of chocolates and have a SRP of \$3.99.

All three items ship six 12-ct displays per case and in 72-ct shippers.

The company also offers Airheads Valentine Finger Pops featuring seasonally themed caps that fit on your finger with a lollipop attached to the top. Each holds a 0.42-ounce strawberry pop and has a SRP of \$1.29. They ship six 24-ct displays per case and in 144-ct shipper units.

Circle No. **221** On Reader Reply Card.

