



OFFICIAL ROADMAP TO THE SHOW

A SEPTEMBER DATE, the addition of snacks and the new Gourmet Marketplace promise to make this year's All Candy Expo an even more valuable experience for retail and wholesale attendees. The event, featuring 130 new confectionery, cookie and snack exhibitors, is set to take place September 17 to 19 at McCormick Place, West Building.

According to show organizer the National Confectioners Association, the event will attract 20,000 candy and snack category professionals including more than 1,000 international visitors from as many as 75 countries. Buyers, operations managers, merchandisers and store owners from trade classes including supermarkets, drug stores, vending, c-stores, wholesalers, club stores, theaters, mass and dollar merchants, specialty and department stores will all be on hand.

In addition to candy, gum and chocolate, attendees at the 2007 expo will see, for the first time, cookies, crackers, breakfast bars, fruit snacks, nuts, savory snacks such as chips, pretzels and meat snacks.



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Light-Up Fans Include Pops

CANDYRIFIC LLC ANNOUNCES a licensing agreement with Mars, Inc. for its M&M's and Skittles brands. The company will feature the brands in its fan line. Each fan holds M&M's or Skittles in its base and has a working fan. One of the M&M's versions also features the Mars NASCAR license tie-in. With a SRP of \$3.99, they pack in 12-ct displays.

The company also offers light-up candy pop fans in three styles:

helicopters, flowers and planes. The fans hold 0.38-ounce lollipops and ship in 12-ct displays six per case, and in 36-ct power panels with 12 each of all three styles. The units have a SRP of \$2.99.

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CandyRific displays hold 12 fans with candy-filled bases.

