



SPECIAL ADVERTISING SECTION



## PRODUCT PREVIEW

*PROFESSIONAL CANDY BUYER presents some of the products that will be on display at the 2008 All Candy Expo.*

### CandyRific Extends Novelty Line

CANDYRIFIC LLC introduces Airheads Slinky Sport Pops, Airhead-flavored pops combined with a slinky ring. Candy Jammer Guitars have keys that can be used to play songs and are filled with pressed candy. Packing on blister cards, both items have a SRP of 99 cents and ship six 12-ct displays per case and in 72-ct shippers.

Also new is Light Up Candy Spray with containers that light up. The sour candy comes in one-ounce units with a SRP of 99 cents. They ship eight 18-ct displays per case and in 144-ct shippers.

S'mores and a Whole Lot More are plastic containers filled with dippable marshmallow, graham cracker pieces and chocolate chips. Each 1.76-ounce unit packs with a spoon and has a SRP of \$1.99. Displays pack 12-ct and ship six per case, and shippers hold 72.

The company extends its partnership with Mars Snackfood US with M&M's and Skittles hand-held dry erase boards filled with candy. Each unit includes a reusable pen and features the candy characters. They hold 0.63 ounces of candy and have a SRP of \$3.99, shipping in 12-ct displays and master cases of six displays. 🍬

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Plastic containers hold ingredients to make S'mores.