

# CANDYRIFIC COMBINES M&M'S BRAND, PROVEN SELLERS

LOUISVILLE, KY — With its M&M's licensed fans selling through for Easter, it was a natural step for CandyRific, LLC to extend the item to other seasons.

According to President Rob Auerbach, the M&M's Candy Fans, which feature the brand characters atop a container of candy, were such a big hit at Easter the company is rolling out Halloween, Christmas and Valentine's Day versions.



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- Founded: 2001
- Main Licenses: M&M's, Skittles, Starburst, Tweety, Slinky, Etch A Sketch

"We have not typically been a seasonal company in the past because if you don't get high sell-through on the shelf, seasonal items can be unprofitable," he explains. "We waited until we had properties that were really strong. We had 100 percent sell-through with our fans at Easter so retailers were saying 'How about Halloween, Valentine's Day and Christmas?'"

The company estimates it moved as many as 100,000 fans during the Easter season, each with a SRP of \$3.99 and shipping six 12-ct displays per case.

Adding seasonality to items, Auerbach tells **PROFESSIONAL CANDY BUYER**, provides sales opportunities not available with everyday items. "It gives you five bites of the apple on basically the same item. It's a way of keeping an item fresh 24/7, without having to develop totally new ones," he notes.

Typical c-store customers make repeat visits, so products have a tendency to get old quickly, Auerbach points out. "If you have a Halloween fan and then a little later have a Christmas fan, it gives you a stepping stone to keep an item fresh.

Someone might buy a Halloween fan and a

Christmas fan, whereas they might not buy the everyday fan twice," he explains.

## M&M's Brand Joins More Toys

CandyRific is also launching M&M's Players — candy-filled, hand-held units that play music.

Tying in with DreamWorks' November release of *Madagascar II*, a second version will feature a song from the movie. Other novelties will debut coinciding with the release of the DVD in the spring of 2009, says Auerbach. Nickelodeon is also launching a TV series next February based on the movie.

The company also reveals M&M's branded Etch A Sketch novelties with M&M's inside a miniature Etch A Sketch, and M&M's Candy Watches, working watches filled with M&M's and featuring the characters.

Furthermore, Auerbach says the company is introducing pink Miss Green M&M's fans to promote breast cancer awareness, with royalties going to the Susan G. Komen Breast Cancer Foundation.

All three items have SRPs of \$3.99 and ship six 12-ct displays per case.

## Candy Novelties Debut

Another new item for CandyRific and shipping eight 18-ct displays per case, Light Up Candy Sprays will retail for about 99 cents. The sour liquid light-up candy sprays have been met with "a lot of interest so far," Auerbach says.

Candy Jammers are mini plastic guitars with candy in a holder on the back. Available in country and rock 'n' roll, they have a SRP of \$4.99 and ship six 12-ct displays per case.

Instant S'Mores are CandyRific's new make-your-own treat. Each package contains 1.8 ounces of marshmallow fluff, chocolate, graham crackers and a spoon for mixing. They have a SRP of \$1.99 and ship six 12-ct per case.

The company's seasonal items are doing so well it will release Freaky Finger Pops, rebranded with Airheads 12-gram pops. The pops have a SRP of \$1.29 and ship six 24-ct displays per case. Other items are also in the works for the new Airhead pops, according to Auerbach, including a Slinky branded item.

He says CandyRific focuses on two things — play value after the candy is gone and a "Try Me" feature on all packaging. "The Try-Me feature allows kids to understand what the toy is all about. If you have to read on the back of the package about how cool your product is, you're dead already," he stresses.

He adds: "We're fanatical about the details and features and making our products the best. If an item doesn't have a big wow factor, we don't put it out." 🍬

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