



SPECIAL ADVERTISING SECTION

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**Hershey Adds Variety To Classic Brands**

THE HERSHEY CO. has several launches and extensions including Hershey's Bliss chocolate bars, Hershey's All Natural Extra Dark Chocolate with Pomegranate bars and raspberry-infused assorted tasting squares. The Kisses brand adds

Chocolate Meltaway with a creamy center, and Nuggets debut in Double Chocolate, combining creamy milk chocolate and Special Dark chocolate.

The company is also adding Reese's Dark Chocolate Peanut Butter Cups to its everyday line in standard size bars, six-ct packs and miniatures. Also new to the brand are Reese's Select Crèmes, smooth peanut butter covered in milk chocolate.

Extending the Good 'N Plenty line are Good 'N Fiery, hot cinnamon chewy candies, while Twizzlers Sweet & Sour Filled Twists have a tangy filling and come in Sunshine Punch and Cherry Kick.

Ice Breakers Ice Cubes White Chewing Gum is frosted with a proprietary process that produces an extra-cold, refreshing alternative to stick and shell gums, according to the company. The cube-shaped sugarfree gum has teeth-whitening benefits and is available in Wintergreen Splash and Mango Kiwi Cooler.

Breath Savers adds Strong Mint Menthol and Energy Mint Caffeine, while spearmint joins the Ice Breakers line.

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**Toblerone Variety Launches**

KRAFT FOODS INTERNATIONAL debuts Toblerone Fruit & Nut Bars, a combination of Swiss milk chocolate, honey and almond nougat, and raisins. The 3.52-ounce pyramid bars have a SRP of



\$1.99, and ship six 12-ct displays per case and in 48-ct assorted floor displays.

Also new is Terry's Chocolate Orange in Toffee Crunch variety, orange-flavored milk chocolate with toffee bits. Six-ounce boxes have a SRP of \$3.99.

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**CandyRific Pairs M&M's, Transformer Licenses**

M&M'S TRANSFORMER FANS from CandyRific, LLC feature the red and yellow characters in costumes based on the film. Each unit comes with a 0.53-ounce bag of M&M's. With a SRP of \$3.99, they ship six 12-ct displays per case and in 72-ct shippers.

The company's Transformer Tins pack with two 0.53-ounce bags of M&M's and have images of red, yellow and blue characters on the lids. Shipping six 12-ct displays per case and in 72-ct shippers, they have a SRP of \$2.49.

Coin banks packing with two 0.53-ounce bags of M&M's, Transformer Coin Banks feature the red and yellow characters in themed costumes. With a SRP of \$2.99, they ship six 12-ct displays per case and in 72-ct shippers.

Coin-operated Yellow Transformer Dispensers come with four 0.53-ounce bags of M&M's. They ship six 12-ct displays per case and in 72-ct shippers, and have a SRP of \$11.99.

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**Caramel Fills Werther's Hard Candies**

NEW TO THE STORCK USA, L.P. line is Werther's Original Creamy Caramel Filled hard candies. Each piece has a smooth caramel shell with a creamy caramel filling. Peg bags hold 5.5 ounces and have a SRP of \$2.19, while 10-ounce laydown bags have a SRP of \$3.29. They both ship in 12-ct cases and shippers hold 48 bags.

The brands are supported with \$8.5 million in TV ads, in addition to FSI couponing, demos and display promotions.

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