

PROFESSIONAL CANDYBUYER

All About Sweets & Snacks
MAY/JUNE 2009

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.