

Sweet surrender

A sample of recent products from exhibitors at this year's All-Candy Expo reveals a wide variety of innovative confections tailored to choosy consumers.

By Bridget Goldschmidt

The 2007 All-Candy Expo, to be held Sept. 17 through Sept. 19 in Chicago, will have more space than ever: A move from the Lakeside Center to the new West Building in McCormick Place provides an additional 170,000 square feet of space. This new expanse will come in handy to accommodate cookies and biscuits, crackers, sweet snacks such as breakfast bars and fruit snacks, nuts, savory snacks such as chips and pretzels, and meat snacks, all of which will be exhibiting at the show for the first time ever, growing the exhibitor base by nearly 15 percent.



Of course, candy isn't just about great taste, but also great fun, especially for kids. To that end, Louisville, Ky.-based novelty candy manufacturer Candyrific has a few great ideas that ought to bring plenty of excitement to children and retailers alike. The company has signed a new licensing agreement to sell its candy-and-toy combinations featuring the iconic Looney Tunes Tweety character. Shipping in display packs of 12, the line consists of Tweety Fans, Tweety Giggle Heads, Tweety Candy Poppers, and Tweety Message Boards, all retailing for a suggested \$2.99 each.

"We believe the Tweety line hits a great demographic for us," says Candyrific president Robert Auerbach. "Kids today are Tweety fans, and their parents are nostalgic for him."

Also new from Candyrific are three new candy-fan combinations, two sporting the M&M's license, while the third has the Skittles license. Arriving this fall in point-of-purchase display packs of 12, the fans hold real M&M's candies in their bases and retail for \$3.99 each. One of the M&M's products features a NASCAR tie-in, for additional excitement.