

Novelty Non-Chocolate Brands

(Latest 52 weeks ending Aug. 9, 2009)

Brands	Dollar Sales (in Millions)	Dollar Sales % Chg. Vs. Yr. Ago	Dollar Share	Dollar Share Chg. Vs. Yr. Ago
1. Wonka Nerds	\$35.5	-0.6	8.4	-0.5
2. Tootsie Roll Childs Play	\$24.2	+21.4	5.7	+0.8
3. Topps Baby Bottle Pop	\$23.7	+11.6	5.6	+0.3
4. Wonka Sweetarts	\$21.9	+0.1	5.2	-0.3
5. Wonka Mix Ups	\$18.2	+58.6	4.3	+1.4
Total, including brands not shown:	\$424.6	+5.2	100.0	

Total US.—FDMxC (supermarkets, drugstores, gas/c-stores and mass market retailers, excluding Wal-Mart, club stores and liquor stores)
Source: Information Resources, Inc. (IRI), a Chicago-based market research firm

reverse the development process so that the final product is not only product appropriate, but license appropriate. That's what ensures sell-in and sell-through."

That said, "in the novelty candy arena, there is not a specific trend that makes the product successful," Brilliant acknowledges. "It's a combination of them."

To that end, manufacturers look to creative packaging, formats and flavors for profitability.

Take Flix Candy/Imaginings 3's new *Candy Spinners*, which feature different characters atop sticks that light up and spin, and contain 10 g. of tart candy pieces to boot. The spinners are available in a *Disney's Toy Story*-themed set as well as an Easter-time variety. (See "Seasonal Strategies" sidebar.) The company also offers *Toy Story* Picture Ring Lollipopops in various fruit flavors.

"Consumers are looking for novelty items with the hot licenses such as *Toy Story*" as well as lasting licenses such as *Disney Princess* and *Cars*, Cavalier says.

Then there's Koko's Confectionery & Novelty, whose *ICEE* brand candies include gummies (in 4-oz. peg bags and 2-oz. pouches), popping candy (0.53 oz. per pouch) and spray candy (0.85 oz. per bottle), in blue raspberry, green apple, cherry and lemonade flavors. Koko's also offers new *Snap-N-Glow* lollipops with popping candy in blue raspberry, cherry and green apple varieties. Meanwhile, its top-selling *Glo Popcifier* "takes advantage of the light-up and glow craze, hits the sweet spot in terms of pricing and perceived value, and attracts a large number of demographics, which popularizes itself with retailers and consumers alike," Brilliant explains.

The ever-popular *PEZ* Candy brand has several new items lined up for this fall and beyond, including a *Star Wars Clone Wars* assortment, which ties in with Lucasfilm Animation's first-ever televi-



sion product: *Clone Wars* wrapped its first season with record ratings, according to the company. Other new licensed items are *Disney Animal Friends* and a *Thomas & Friends* assortment as well as new tracks (Darlington, Daytona and Talladega) in its *NASCAR* collection and new teams (White Sox, Mariners and Marlins) in its *Major League Baseball* offering. The licensing

continues with *PEZ's Marvel Universe* (to coincide with the release of *Iron Man 2*), *Toy Story*, *Hello Kitty* and *Disney Fairies* lines. Brand-new products also will include *PEZ* dispensers packaged in lunch box gift tins.

In addition, top-selling novelties include various *Wonka* brand products and Bazoooka Candy Brands' *Baby Bottle Pops*, whose interactive Web sites (www.wonka.com and www.topps.com/candy) further engage kids, and almost any innovation featuring *M&M'S*. (See charts above.)

Of course, when it comes to novelty products for kids, flavor still matters, whether it's chocolate or non-chocolate

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Brands	Dollar Sales (in Millions)	Dollar Sales % Chg. Vs. Yr. Ago	Dollar Share	Dollar Share Chg. Vs. Yr. Ago
1. Candyrific M&M'S	\$3.0	+355.7	47.3	+37.8
2. Palmer Nascar	\$0.8	+71.0	13.4	+6.2
3. M&M'S	\$0.6	-78.8	8.8	-29.1
4. Candyrific M&M'S Nascar	\$0.4	-16.4	6.0	-0.6
5. Ferrara Pan Monopoly	\$0.3	0.0	4.2	+4.2
Total, including brands not shown:	\$6.3	-8.5	100.0	

Total US.—FDMxC (supermarkets, drugstores, gas/c-stores and mass market retailers, excluding Wal-Mart, club stores and liquor stores)
Source: Information Resources, Inc. (IRI), a Chicago-based market research firm