



2011 • revisited

BROWN & HALEY

ROCA MOVES INTO STANDUP BOXES

Standup boxes for Almond, Mocha and Cashew Roca buttercrunch candy debuted on Brown & Haley's EXPO booth.

Ray Oviedo, western regional sales manager, said the boxes feature a sleek look and upscale design that will replace the standup bags currently in distribution.

"Roca is a premium line, and standup bags didn't give it that look," he explained. "Now we're showing off the quality of our products with our packaging."

The individually wrapped candies are all-natural, gluten-free and kosher certified, the company said.

Five-ounce boxes have a SRP of \$3.99 and ship eight per case. Shippers hold 36 boxes of Almond and Cashew Roca and feature "Save \$1" coupon tear-pads.



foot and 72-ct floor displays, called Huggees, which feature the full-size Sasquatch holding the products.

Also, Jack Link's Classic All-Beef Sticks weigh 0.45 ounces and have a SRP of 2/\$1. The snacks ship eight 50-ct gravity feed displays per case.

Also available are 1.02-ounce versions that have a SRP of 99 cents. They ship two 72-ct gravity feed displays per case and two 32-ct mason jar counter displays per case.

Also under the Classic line are 2.5-ounce peg bags of Tender Strips beef jerky. They have a SRP of \$2.99 and ship in 24-ct cases, four six-ct clip strips per case and one 40-ct shipper per case.

Jack Link's Beef Jerky flavored with Cholula Hot Sauce has been introduced. The co-branded traditional cuts come in 3.25-ounce reclosable peg bags that ship eight per case. They have a SRP of \$5.99.

MELVILLE CANDY CO.

Beverage-Themed Candies Debut

Gift boxes holding hard candy shot glasses and exploding candy cocktail stirrers debuted from Melville Candy Co.



Moulded to resemble shot glasses, the one-ounce hard candy cups come in flavors including pomegranate, green apple, peppermint, lemon, Cosmo and Blue Hawaiian.

The company is also introducing the candy glasses in Halloween and holiday-themed packaging, according to Joseph McTernan, sales account executive.

Individually wrapped, they have a SRP range of \$1.50 to \$1.75 and ship 24 per case. They also come in four-ct gift sets with a SRP range of \$13.99 to \$15.99.

Cocktail stirrers come in cherry, berry and green apple and are coated with colored popping candy that "explodes" on contact with a liquid, McTernan said.

The stirrers are available in eight-ct, two-ounce gift sets with a SRP range of \$11.99 to \$13.99. The packs ship 12 per case.

GÜD FÜD

Stuffed Marshmallows Aim For Center Store

Güd Füd launched 2.65-ounce reclosable peg bags for its

grape, orange and strawberry fruit jelly-, and chocolate-stuffed marshmallows. President Keith Baskett said the company made the change based on customer requests as a way to get products in the center of stores with main candy sections.

The 15-ct bags have a SRP of \$1.99 and ship in 12-ct boxes.

PEZ CANDY, INC.

Movie, TV Characters Featured On Dispensers

Lord of the Rings characters will be represented in an upcoming Pez Candy, Inc. dispenser line. The limited-edition collector set will feature Bilbo, Aragorn, Gollum, Gandalf, Gimli, Frodo, Samwise and Legolas characters in one box. With a SRP of \$21.99, they hold 3.48 ounces of candy and ship six per case.

Handy Manny dispensers feature Pat, Flicker, Dusty and Handy Manny characters from the Disney TV show. All four dispensers come in packs that resemble toolboxes and include six rolls of candy that weigh 1.74 ounces. They

have a SRP of \$8.99 and ship one six-ct display per case.

Phineas & Ferb characters Ferb, Agent P and Phineas are also available in blister packs and poly bags. Blisters hold 0.87 ounces of candy and ship 12 six-ct displays and three 12-ct displays per case. Counter displays hold 12 poly bags that come with 0.58 ounces of candy. They ship 12 per case and are also available in 108-ct shippers. Both have a SRP of \$1.50.



LINK SNACKS, INC.

Jack Link's Builds On Sasquatch Character

Focusing on c-stores, Link Snacks, Inc. unveiled items under the Jack Link's Sasquatch name to build brand awareness, said Peter Armstrong, district manager.

Sasquatch Big Steak are 2.4-ounce beef steak strips in Zen Teriyaki and Angry Original. They have a SRP of \$2.99 and come in 38-ct shippers, and 24- and 48-ct displays.

In Furious Hot and Happy Mild varieties, Sasquatch Big Stick meat snacks weigh 2.2 ounces, have a SRP of \$2.49 and pack in 24-ct caddies, 48-ct penny trays that resemble Sasquatch's

NCA Sweets Expo Snacks 2011 • revisited

JUDSON-ATKINSON CANDIES, INC.

Extreme Sours Debut

From Judson-Atkinson Candies, Inc., solid-color Extreme Sours are a new line of round sour chewy candies.

The solid-color Sours come in apple, grape, tangerine, blueberry and cherry flavors and feature soft centers.

Rachel A. Voltz, research and development for Judson-Atkinson, told **Candy & Snack TODAY**: "They have a very bold sour flavor. It took a lot of work to get them perfect."

Extreme Sours come in changemaker flow packs and have a SRP range of five to 10 cents, packing in 30-pound bulk cases.

FARLEY'S & SATHERS CANDY CO., INC.

Now & Later Relaunch Featured At EXPO

Reformulated Now & Later chews with new pack styles and designs debuted from Farley's & Sathers Candy Co., Inc.

"It's a complete restage of the brand," John Leonardo, senior brand manager, told **Candy & Snack TODAY**. He explained the new packaging features design elements taken from graffiti art for an urban, modern look.

"It has a fresh, contemporary, teenage kind of feel," he noted, adding: "We're aging up to be where our target audience is."

The new Original assortment of cherry, strawberry and blue raspberry replaces cherry, grape and lime. Wild Fruits packs hold watermelon, wildberry and tropical punch chews.

Both varieties come in 2.75-ounce count good packs, which have a SRP range of 89 cents to \$1.09. They ship 12 24-ct displays per case and in 96-ct shippers.

Single-flavor four-piece packs have a SRP of 15 cents and come in apple, banana, watermelon, blue raspberry, cherry, grape, pineapple, strawberry and tropical punch.

They come in 4.48-ounce peg bags, three-pound jars, and one-pound laydown bags.



OLD DOMINION PEANUT CO.

Peanut Items Move Into Peg Bags, Theater Boxes

Peanut brittle from Old Dominion Peanut Co. has moved into everyday theater boxes and Grab 'n Go peg bags.

"We want to emphasize that peanut brittle is not just for the holidays, and the new packaging formats will help support that," said Jeff Armbruster, vice-president of sales and marketing.

The four-ounce peg bag line also includes Double-Dipped Peanuts, butter toffee peanuts and butter peanut crunch. With a SRP range of \$1.29 to \$1.59, bags ship in 24-ct cases and come on 12-ct clip strips that ship two per case, as well as in new 72-ct peg shippers.

Also new, theater boxes of butter toffee peanuts, peanut crunch and double-dipped peanuts are available in 72-ct shippers branded with the Old Dominion logo. Holding three ounces, the packs ship 12 per case.



SWEETWORKS, INC.

Radz Dispensers Link To Online Content

SweetWorks, Inc. introduced Radz candy dispensers, which are linked to interactive web-based content.

Three years ago, Todd Elliot, president, Radz Brands LLC, sold his software company and went into product design, he told **Candy & Snack TODAY**. He developed a line of characters that dispense candy through the mouth and feature removable hats and hairstyles that can be interchanged. Launching the brand, SweetWorks has added a novelty aspect with an interactive online component.

"It's an added-value experience; consumers are buying not just a product, but also the online experience," Elliot explained. "And from a retailer perspective, it drives collectibility, repeat purchases and increases brand identity."

Launching in Christmas 2011, the brand will also feature everyday characters including Bubbs and Twig. Elliot said the line currently features 24 SKUs, but there are more than 250 designs in the works.



Each dispenser comes attached to a backpack clip. With a SRP of \$3.99, the blister packs hold 3.04 ounces of candy and ship four 10-ct displays per case.

SANDERS FINE CHOCOLATES

Chocolates Come In Standup Gift Boxes

The Pavilion Collection, a line of chocolates in 3.75-ounce standup gift boxes, is new from Sanders Fine Chocolates, a division of Morley Brands, LLC.

The line comprises boxes of Snoconuts, which are dark chocolates with coconut cream centers; P'Nuttie Delights, roasted peanuts and caramel covered in milk chocolate; Pecan Torties, roasted pecans, caramel and milk chocolate; dark chocolate peppermint patties; and milk chocolate coconut clusters.

Diane Lynch, sales and marketing manager, said: "This line is something consumers can enjoy from time to time on their own or give as a gift," she said. "It's at a lower price point, and this is our way of getting our products in front of other channels."

With a SRP range of \$3.99 to \$4.99, they ship in 12-ct display-ready cases.

Also new, Deep Dish Brownies are oversized and pack in windowed bakery-style boxes. Intended for merchandising within in-store bakery and frozen dessert sets, they have a SRP range of \$9.99 to \$11.99 and come in chocolate peanut butter, chocolate fudge, and chocolate caramel pecan varieties. They ship six per case. **CST**

