

NEW PRODUCTS
AND PROMOTIONS

M&M/Mars, Inc.

Now, underneath the milk chocolate and colorful candy shells of M&M's Chocolate Candies lies a new center—crisped rice. M&M's Crispy Chocolate Candies, introduced at the National Confectioners Association's All Candy Expo in Chicago, will begin shipping to trade in mid-December.

Packaged in a bright blue bag, M&M's Crispy Chocolate Candies will be available nationally in a variety of packs. More than \$50 million will be invested in the advertising and promotional support of this item.



Coupons for a free single or \$.60 off a packaged good bag will reach consumers through a national FSI in March, followed by another in June. The two national FSIs equal more than 100 million total circulation. Two million free single coupons will be printed on other snacks made by M&M/Mars Inc.

More than 75 million free sample packs will generate consumer awareness and demand. About 60 million samples will be distributed at high schools, colleges and through co-op sampling.

Three prepackaged units will be available for trial and immediate display. Full and split pallets merchandising the new item with M&M's Plain and Peanut Chocolate Candies will also be offered. In-store merchandising materials will include case cards, danglers, static clings, mobiles and display bins with hard-to-miss pole toppers. Spanish language case cards and danglers will be available.

Fax: +1 (908) 850 2624.

Willy Wonka Candy Factory

Willy Wonka Candy Factory announced it has a brand new image. Positioned on the upper left corner of each new Wonka candy package, the logo features Willy's stylized purple top hat perched on fanciful Wonka letters.

Willy himself will be seen in animated TV ads, an interactive, "edutainment" Web site and the touring Wonkamobile.

"The previous logo, which focused primarily on Willy Wonka the character, wasn't broad enough to represent everything the brand means to children and adults," said Bill Baldwin, director of marketing, at The Willy Wonka Candy Factory. "The hat symbolizes all aspects of Wonka."

Fax: +1 (708) 773 4769.

Hershey Chocolates U.S.A.

Hershey Chocolate U.S.A. introduced three new products in July—Hershey's Nuggets milk chocolate with toffee and almonds, Hershey's Nuggets dark chocolate with almonds and Reese's Crunchy Cookie Cups miniatures.



Hershey's Nuggets milk chocolate with toffee and almonds have a flavor similar to European style chocolate combined with butter toffee chips and roasted almonds.

Hershey's Nuggets dark chocolate with almonds is offered in response to consumers' demand for a refined dark chocolate product. The newly formulated dark chocolate delivers a flavor which combines well with whole roasted almonds.

Reese's Crunchy Cookie Cups miniatures combine the experience of a Reese's peanut butter cup with the addition of chocolate cookie bits.

All three products are available at retail stores in 8 oz and 13 oz packages.

Fax: +1 (717) 534 7104.

Roxy Trading Inc.

Roxy Trading Inc. announced the availability of Sin-A Ginger Chew Candy. The chew is made of exclusively natural ingredients, no artificial flavoring or preservative is added to the chew. In order for the product to maintain its optimal level of ginger flavor without being too pungent for the average consumer, the manufacturer uses only the choicest mature ginger from a specific area in Indonesia, stone-grinds the ginger into fine pulp and then processes it with maltose, cane sugar, tapioca starch and vegetable oil. The manufacturer is so keen to maintain its most traditional method of production that even to date, the chews are still individually wrapped by hand.



Due to the high level of ginger juice in the chew—8.14 percent—the product can withstand a shelf life of 18 months without any preservative. However, the product is susceptible to heat, and therefore is best stored or shelved below 80°F. Sin-A Ginger Chews are available in 2 oz and 7 oz packages, and a 44 lb bulk pack.

Fax: +1 (909) 469 2448.