

NEW PRODUCTS AND PROMOTIONS

Jelly Belly Candy Co.

USA

In a licensing agreement, Jelly Belly is introducing the **Jelly Belly Hello Kitty Gift Box** with 10 flavors—Berry Blue, Cotton Candy, Buttered Popcorn, Cinnamon, Coconut, Tangerine, Green Apple, Juicy Pear, Watermelon and Very Cherry. A 1 oz *Jelly Belly Hello Kitty* flitop box holds a selection of flavors of *Jelly Belly* beans.

Tel: +1 (707) 428 2800

www.jellybelly.com



Bridge Brands Chocolate

USA

The **Chocolate S'moores** kit includes skewers, *Campfire* marshmallows, *Honey Maid* graham crackers and *Bridge Brands* chocolate. The SRP is \$12.



Holiday Chocolate Straws for Halloween and Christmas are packs of 20 straws to dip in milk. When sipped, the milk is chocolate flavored. The SRP is \$13.99.



Tel: +1 (415) 677 9194

www.bridgebrandschocolate.com

Taza Chocolate

USA

Taza Stone Ground Organic Chocolate is made with stone-ground, Direct Trade cacao beans and raw cane sugar. It is available in bar form in four intensities, 60% dark, 70% dark, 75% dark special edition and 80% dark.

Chocolate Mexicanos is classic Mexican-style drinking chocolate. Each package has two 1.35 oz discs for eating and drinking. Six varieties include Cacao Puro, Yerba Maté, Salted Almond, Vanilla Bean, Guajillo Chili and Cinnamon. All products are Direct Trade, certified organic, and dairy, gluten and soy free.

Tel: +1 (617) 623 0804

www.tazachocolate.com



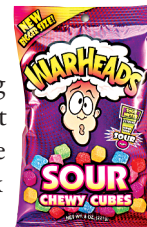
Impact Confections

USA

Warheads Sour Chewy Cubes are now available in a mix of six flavors with the addition of orange and black cherry. Bag weights have increased to 2.5 oz for count goods and 5 oz and 8 oz for pegbags. The line now also includes a 4 oz theater box and a 0.8 oz trial pack. All sizes feature new packaging graphics. SRPs range from 25¢ to \$1.99.

Tel: +1 (719) 268 6100

www.impactconfections.com



Herza Schokolade GmbH

Germany

Herza Schokolade, in cooperation with SternLife, a producer of food supplements and dietetic foods, now offers **chocolate-coated nibble bars** made to customers' specifications. These bars contain less fat and more protein than conventional products. The range includes sports bars that have 20 to 35 percent protein, energy bars with a high carbohydrate content, meal-replacement bars with essential nutrients, whey bars with protein, minerals and lactose, and "bars for a break" that are fortified with vitamins and calcium.

Tel: +49 (40) 50 01 76 0

www.herza.de



Doumak Inc.

USA

Campfire Fruitswirlers Bite Size Marshmallows, for snacking or use in recipes, are swirled with fruit flavors, including strawberry, orange, lemon and lime. Fat free, gluten free and 90 calories per serving. Available in an 8 oz laydown bag and a 2.5 oz standup resealable pouch.

Campfire 5 oz Regular Size Marshmallows are convenient for on-the-go consumers. Available in an 8-count tearaway display tray or a 24-count open stock case.

Campfire 1 oz Miniature Marshmallows are single-serve, fat-free, gluten-free 90-calorie sweet snacks for consumers on the go or they can be cross merchandised with hot beverages.

Tel: +1 (847) 437 2100

www.campfiremarshmallows.com

