

NEW PRODUCTS AND PROMOTIONS

Cadbury UK

UK

Guzzle Puzzle is a pack of fruit-and-spice-flavored jelly sweets in the shape of puzzle pieces. Consumers can combine two pieces to create a new flavor. Assorted flavors include cinnamon, lime, orange, banana and raspberry. *Guzzle Puzzle* is an extension of the Natural Confectionery Company range.

Tel: +44 (121) 458 2000

www.cadbury.co.uk



Nestlé Chocolate & Confections

USA

Skinny Cow chocolate candy is an extension of the *Skinny Cow* low-fat frozen snack line. *Dreamy Clusters* are bite-sized treats with crunchy crisps and creamy caramel, then covered in milk or dark chocolate. *Heavenly Crisp* candy bars are delicate wafers layered with either creamy chocolate or peanut butter filling plus a chocolatey coating. Only 110 to 120 calories. Each pack or bar has an SRP of 99¢; a take-home box has an SRP of \$4.29.

Tel: +1 (818) 549 6000

www.nestle.com



Nideregger

Germany

Nougat stars are made from creamy nut nougat coated with milk chocolate and moulded in a star shape. Gold foil wrapped and packed in a windowed 75 g holiday tray that holds five stars.

Christmas thalers are marzipan with a layer of dark chocolate. Each piece is wrapped in foil with nostalgic holiday scenes. Available in 50 g (five pieces) or 120 g (12 pieces) windowed trays.

The **Christmas 2011 bauble** is a round tin container that opens to reveal 37.5 g of foil-wrapped *Nideregger* marzipan stars, and has a ribbon for hanging. The ornament is decorated with Santa, his big bag of gifts and a child.

Tel: +49 (451) 530 1198

www.nideregger.de



Meiji Co.

Japan

Earl Grey Chocolate sticks consist of two layers of chocolate. Earl Grey tea leaves are kneaded into one layer to flavor it. The second layer is sweet milk chocolate. A fliptop pack holds six sticks and has an SRP of ¥138.

Tel: +81 (3) 5653 0300

www.meiji.co.jp



R.M. Palmer

USA

The traditional-profile **Merlin Hollow Chocolate Rabbit** is decorated with a bow and a pink and blue icing eye. It is available in milk chocolate in 3.5 oz and 6 oz sizes and in white milk-flavored chocolate in a 3.5 oz size. The 3.5 oz rabbits have an SRP of \$3 each.

Tel: +1 (610) 372 8971

www.rmpalmer.com



Clif Bar & Co.

USA

Clif Bar, an energy bar made with a blend of carbohydrates, protein and fiber for sustained energy, is now available in **Coconut Chocolate Chip** flavor. Also, Apricot flavor now has 50 percent more apricots, and Peanut Toffee Buzz flavor has more peanut butter and real toffee pieces. Each 2.4 oz bar has an SRP of \$1.39.

Tel: +1 (510) 558 7855

www.clifbar.com



Taste of Nature, Inc.

USA

Easter-themed **Cupcake Bites** have a cupcake center covered in a coating of frosting and topped with multicolored sprinkles, in a 3.1 oz pack.

Mike and Ike

Easter Cotton Candy is *Mike and Ike*-flavored fluffy spun sugar in cherry, lemon and lime flavors. Packed in a 2.1 oz mylar bag with Easter graphics.

Tel: +1 (310) 396 4433 www.candyasap.com



ISM
International Sweets and Biscuits Fair
January 29 – February 1, 2012

Köln Messe, Cologne, Germany
www.ism-cologne.de