Russell Stover

Warner Bros. Consumer Products and Russell Stover have entered into a multi-year agreement for Looney Tunes and DC Comics branded candy products. The companies’ executives expect this collaboration will add a new dimension to Russell Stover Candies and will enhance the Time Warner comic images.

Russell Stover has created a line of boxed Looney Tunes chocolate candies featuring Bugs Bunny, Daffy Duck, Wile E. Coyote, Tweety and the Tasmanian Devil. In addition, the company is producing Superman and Batman boxed chocolates. These are available in grocery, drug, mass merchandisers and department stores nationwide.

In the fall of 1997, Russell Stover will introduce further products with the licensed figures.

Fax: +1 (816) 842 5593.

Gum Tech International, Inc.

High Gear Energy Gum has joined Gum Tech’s line of dietary supplement products. This gum is marketed as an alternative to coffee; “designed for people on the go and those who need quick energy.”

The gum contains a combination of natural stimulants including tea extract, kola nut extract, guarana and Siberian ginseng. Company officials consider chewing gum to be a “highly effective delivery system” so active ingredients are slowly released and quickly assimilated into the body.

This product, offered in sugar free chocolate/mint flavor, is available at convenience stores, gas stations and health food stores.

Fax: +1 (602) 277 1765.

Hershey has made several introductions to the confectionery market in cooperation with the movie “The Lost World: Jurassic Park.”

Packaging features foliage and dinosaurs from the “Lost World: Jurassic Park” movie. Amazin’ Fruit Snacks are gummy dinosaurs in various fruit flavors. Lost World: Jurassic Park Reeses Pieces Candy are shaped like dinosaur eggs. Lost World: Jurassic Park Cameo chocolate bars come in nine different “prehistoric creature” molds. Lost World: Jurassic Park Novelty Candy Tubs feature four dinosaur shapes—a tube of Reese peanut butter cups has top and bottom halves of Triceratops. Hershey’s Twizzlers tube is topped with a Tyrannosaurus Rex ink stamper, and the Hershey Kiss tubes are topped with a Tyrannosaurus Rex head or Velociraptor head that can squirt water.

Fax: +1 (717) 534 7104.

Tootsie Roll Industries, Inc.

Cambridge Brands Division of Tootsie Roll has introduced a new size of its Charleston Chew Vanilla Bar. This size, at a suggested retail price of 25¢, is offered in a display box for either vertical or horizontal display.

Fax: +1 (773) 838 3534.