

**NEW PRODUCTS
AND PROMOTIONS**

Ferrara Pan Candy Co.

The Ferrara Pan line has been expanded with the addition of Black Forest brand Marshmallow Fruitastic, Gummy Glo-Worms and Sour Gummy Lightning Bugs.



Inside the bite-size sugared piece of Marshmallow Fruitastic, shaped to indicate the fruit flavor, is a fat free marshmallow treat. Peach, banana and strawberry varieties are available in 4.5 oz peg bags.

Gummy Glo-Worms and Sour Gummy Lightning Bugs are offered in 5 oz peg bags. Multiple neon-colored segments are featured in the fat free Glo-Worms and sour-sand fruit flavors are mixed in the Lightning Bugs.

The packaging includes bright graphics and windows to view candies inside. These five newest Ferrara Pan products ship 12 per single-item case, and carry a suggested retail price range of \$.99–\$1.19.

In addition, the company has introduced Applehead candies to join its Lemonhead, Cherryhead, Grapehead and Orangehead line.



Made with apple juice, the latest candy from Ferrara Pan is offered for a suggested retail price of two for 35¢ (standard-size boxes)

Fax: +1 (708) 366 5921.

Herman Goelitz Candy Company and Goelitz Confectionery

Goelitz has extended its Christmas gift packages, stocking stuffers and bulk confections line.

For filling stockings, Goelitz offers Gummi Christmas Candy Lights—gummies shaped into traditional tree lights. Four lights in flavors of blueberry, lime, cherry and orange are packaged in 1.5 oz bags.

The Holiday Candy Collection is a package decorated as Mr. Jelly Belly's gingerbread house. It is filled with four gold-striped bags of Jelly Belly jelly beans Christmas mix, Jelly Belly 39 assorted flavors, Reindeer Corn and



Helen Grace Chocolates

Three additional collections are available now from Helen Grace Chocolates. Each are in 9 oz packages.



The company's "California Collection" features roasted California almonds and fruit from the state. Packaging for this assortment incorporates a California coastal scene painted by a local artist.

"Caramel Almond Royales" also uses roasted California almonds which are covered in caramel and milk chocolate. The collection is packaged in a jewel-tone box.

The collection known as "Caramel Pecan Royales" is in a jewel-tone box also and includes fresh pecans covered with caramel and milk chocolate.

Fax: +1 (310) 635 0143.

Tootsie Roll Industries, Inc.



Tootsie Roll Industries has introduced Cella's 100% Liquid Center chocolate covered cherries in two gift boxes for the 1998 Valentine season. Cella's cherries are available now in a 14 oz and 6.5 oz Valentine gift

box. The 14 oz version features 28 foil-wrapped cherries and has a suggested retail price of \$3.99, while the 6.5 oz box includes 13 foil-wrapped cherries at a suggested price of \$2.39. Both are packed in themed window boxes and can be ordered in either 12-count or 24-count cases.

Fax: +1 (773) 838 3534.

Goelitz Confection's Deluxe Christmas Mix.



Red, green and white candy shells on the company's licorice pastels make a new Christmas confection from Goelitz. They are offered in bulk cases or gold-striped bags.

Also, a Sweet Temptations gift box with seven gourmet confections, and Champagne Snowbells, a soft jell with white grape flavoring and covered in white non-pareil seeds, are offered.

Fax: +1 (707) 423 4436