

## NEW PRODUCTS AND PROMOTIONS

### Philadelphia Chewing Gum Corp.

Cry Baby Travels America is the new promotion on the back panel of each pack of Extra Sour Cry Baby Tears Candy. Each of the 50 states is featured individually on separate packs displaying historical information and facts. Suggested retail price is 50¢–60¢ per 1.65 oz pack. A 24-count display is available, 12 per case.



Introduced by Swell, The Great Bubble Machine is an interactive pack that dispenses gum balls. Each 1.65 oz pack contains six colors and flavors of gum balls. Suggested retail price is 50¢–60¢ per pack. A 24-count display is available, 12 per case.



Swell's Extra Sour Cry Baby 2 is a new flavor assortment of Extra Sour Cry Baby Gum. The counter jar includes five flavors: watermelon, red raspberry, grape, pineapple and strawberry. The gum is packed 240 count, eight jars per case. Suggested retail price is 5¢.

Tel: +1 (610) 449 1700 Fax: +1 (610) 449 2557

www.swellgum.com

### Callard & Bowser-Suchard, Inc.

Callard & Bowser-Suchard, Inc. has introduced Altoids Citrus Sours and Tangerine Sours, hard candies with a strong, sour, fruit flavor. The candies are packaged as the classic Altoids, in round silver tins. Each 1.76 oz tin contains approximately 45 candies and has a suggested retail price of \$1.79–\$1.99. A 3.52 oz twin pack has a suggested retail price of \$3.39.



Tel: +1 (973) 503 2000 Fax: +1 (973) 503 4433

www.altoids.com

### Thompson Candy Company

Thompson Candy Company launches Moobles, calcium-fortified, milk chocolates. Moobles are sweetened with evaporated cane juice. Each Mooble, wrapped in black and white cow foil, has 140 mg of calcium.



Three packaging styles are available: 6 oz milk carton with cow graphics, 1.5 oz mesh bags and 10 lb bulk cases. Available in a 12-count display tray, suggested retail price is \$4.99 per milk carton. Mesh bags are available in a tub of 30 bags (seven Moobles per bag), with two tubs per case. Suggested retail price is \$1.39 per bag. The bulk case has a suggested retail price of \$6.99/lb.

Tel: +1 (203) 235 2541 Fax: +1 (203) 630 2492

### Ford Gum & Machine Company, Inc.

Ford Gum & Machine Company has introduced a new line of Valentine gum and candy for 2003.

Yowser Hip-Hearts in Friendship Packs come 18 packs per bag. Each



pack contains two gumballs in red, pink or white, with printed Valentine messages. The outside of each pack has a space to fill-in a To: and From: message. The 7.2 oz bag comes in a 24-pack case. Suggested retail price is \$1.99–\$2.29.

Yowser Hip-Hearts Gumball Heart is a clear plastic heart filled with 2.3 oz of red, pink and white gumballs with Valentine messages. Each display tray has 14 hearts, two display trays per case. Suggested retail price is 99¢–\$1.29.

The Valentine Pixie Candy Dispenser is a small dispenser in red, pink or lavender with a "Happy Valentine's Day" message. It is filled with candy in assorted colors. Each display tray has 24 machines, one display tray per case. Suggested retail price is \$2.69–\$2.99.

The Valentine Peewee Gumball Dispenser is a plastic gumball machine with a heart-shaped gift tag. It contains 3 oz of red, pink and white gumballs with Valentine messages. Each display tray has 12 machines, one display tray per case. Suggested retail price is \$2.69–\$2.99.

Tel: +1 (847) 573 0800 Fax: +1 (847) 573 0833

www.fordgum.com