

NEW PRODUCTS AND PROMOTIONS

Diamonds Foods, Inc.

USA

Sea Salt & Pepper Cashews, an extension of the *Emerald* line, are available in 10 oz canisters with a 1.5 oz portion-controlled lid that measures out a single serving, or in 2 oz packets. No *trans* fats.

Tel: +1 (209) 467 6000
www.emeraldnuts.com



BestSweet Inc.

USA

Bee M.D. is a honey-based, organic throat drop formulated with organic honey as the main ingredient and with menthol for pain relief. It is available in natural honey and honey lemon flavors. A 21-count pegbag has an SRP of \$3.29. USDA certified organic.

Tel: +1 (704) 664 4300

www.bestsweet.com



Viba Sweets GmbH

Germany

Viba Sweets has extended the range of its dark chocolate **Zartbitter Nougat** confection made with ground hazelnuts and cocoa, then coated with dark chocolate. The candy is now available as a single 45 g pole-shaped bar with an SRP of €0.75 or as a three-bar multipack (SRP €1.99), in addition to the 90 g *Minis* laydown bag. One *Zartbitter Nougat Mini* is also packed in every *Viba Nougat Selection* gift box.

Tel: +44 (3683) 6921 0

www.viba-sweets.de



Fairytale Brownies

USA

Fairytale Truffles are snack-sized brownies covered in Belgian dark chocolate and topped with sugar crystals, a dot of caramel and a walnut piece. Available in caramel, raspberry swirl and walnut varieties. A gift box holds nine truffles and has an SRP of \$24.95. Certified kosher.

Tel: +1 (602) 489 5155

www.brownies.com



Simon Candy Co.

USA

Simon Candy has expanded its foil-wrapped **Hard Candy Assortment** range with eight new seasonal and holiday assortments in 9 lb or 25 lb bulk cases. The assortments include Valentine, Easter/Mardi Gras, Patriotic, Pastel, Autumn, Halloween, Hanukkah and Christmas.

Sour Balls are also now available wrapped in foil.

Tel: +1 (717) 367 2441

www.simoncandy.com



Sainsbury's

UK

Sainsbury's new **Taste The Difference** range of chocolate-covered fruit and nuts is packaged in the *Ancor PushPop* stackable standup bag for easy opening and eating. Consumers push in the perforation on the top side and pop the pack open. Varieties include Dusted Milk Chocolate Hazelnuts, Belgian Milk Chocolate Fruit & Nut Selection and White Chocolate Strawberries.

Tel: +44 (20) 7695 6000

www.sainsburys.co.uk



Mars ITR

Netherlands

Celebrations Flower 500 g packs are filled with Mars brand favorites in a mix of four presentations: roses, sunflowers, tulips and orchids.



The new **Celebrations** stand-alone pouch holds 450 g of Mars brand favorites. A 350 g Maltesers XL pouch is also available.



The **M&M's Dominoes Set** includes the complete family game plus 90 g of *M&M's* chocolate.

The **M&M's Poker Set** is a full poker set with cards, chips, instructions and a 125 g bag of *M&M's* Peanut.

The **Snickers Man Tin** holds seven man-size *Snickers* bars. The 395 g retro-design tin has a pull top for easy opening. It is labeled *For Men Only*.

Tel: +31 (413) 383 333

www.mars-it.com

