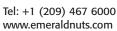
NEW PRODUCTS AND PROMOTIONS

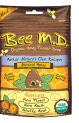
Diamonds Foods, Inc.

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.



BestSweet Inc.

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.



USA

USA

MERALI

Tel: +1 (704) 664 4300

www.bestsweet.com

Germany

Viba Sweets GmbH

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 $\oplus 0.75$ or as a three-bar multipack (SRP $\oplus 1.99$), 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

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www.viba-sweets.de
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USA

Fairytale Brownies

Fairytale Truffles are snacksized brownies covered in Belgian dark chocolate and topped with sugar crystals, a dot of caramel and a walnut piece. Available in caramel, raspberry

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.

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.



USA

UK

Sour Balls are also now available wrapped in foil. Tel: +1 (717) 367 2441 www.simoncandy.com

Sainsbury's

Sainsbury's new Taste The Difference range of chocolate-covered fruit and nuts is packaged in the *Amcor 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, Bel-



gian Milk Chocolate Fruit & Nut Selection and White Chocolate Strawberries.

Tel: +44 (20) 7695 6000

www.sainsburys.co.uk

Mars ITR

Celebrations Flower 500g 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 450g of Mars brand favorites. A 350g Maltesers XL pouch is also

available. The **M&M's**

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

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

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

Tel: +31 (413) 383 333





www.mars-itr.com

Netherlands