NEW PRODUCTS AND PROMOTIONS

Morinaga America, Inc.

USA

Hi-Chew Fruit Chews, fruitflavored candies with a smooth, chewy texture, are now available



in peach flavor, joining grape, strawberry, green apple, melon, mango and banana. Each 1.76 oz single-flavor pack holds 10 pieces and has an SRP of 99¢-\$1.29. Also available in single-flavor or assorted 3.53 oz bags with an SRP of \$1.99-\$2.29.

Tel: +1 (310) 947 9931 www.hi-chew.com

Pez Candy Inc.

USA

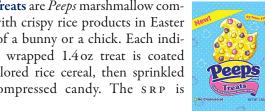
Cars 2 Pull & Go dispensers are the first detachable Pez dispensers introduced in the United States. The cars are attached with magnets to the wheel base. When removed, they have a pull & go function for play value. Each dispenser holds .58 oz of *Pez* candy and has an SRP of \$2.99.

Tel: +1 (203) 795 0531 www.pez.com

Candyrific

USA

Peeps Treats are *Peeps* marshmallow combined with crispy rice products in Easter shapes of a bunny or a chick. Each individually wrapped 1.4 oz treat is coated with colored rice cereal, then sprinkled with compressed candy. The SRP is \$1.39.



M&M's 9" Easter Candy Dispensers have an M&M's character on top, either Red, Green, Blue or Yellow. Each dispenser holds one Fun Size (.53 oz) bag of $M \mathcal{C} M$'s candies and has an SRP of \$5.99.

Tel: +1 (502) 893 3626 www.candyrific.com



Candy and Chocolate Books

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Back to Basics: Confectionery Fundamentals <i>by PMCA</i> \$150.00
Cacao Beans by Silvio Crespo\$40.00
Chocolate
by Ramon Morató
Candy Buyers' Directory 2011\$80.00
Chocolate, Cocoa and Confectionery by Bernard W. Minifie
Chocolate History, Culture and Heritage edited by Louis Evan Grivetti & Howard-Yana Shapiro \$100.00
Chocolate Passion by Tish Boyle and Timothy Moriarty \$50.00
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Postage charges: U.S.: add \$5.00 per item Canada & Mexico: add US\$10.00 per item All other countries: add US\$22.00 per item

The Manufacturing Confectioner

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