

NEW PRODUCTS AND PROMOTIONS

by **Candy Buyers'**
DIRECTORY

Mondelēz International

USA

Nabisco Peeps Oreo cookies have a Peeps-flavored marshmallow creme filling sandwiched between golden Oreo cookies. Available as a limited edition in a 10.7 oz package.

Tel: +1 (973) 503 2000

www.mondelezinternational.com



Hershey Company

USA

Reese's Crunchy Cookie Cup is a Reese's Peanut Butter Cup filled with crunchy chocolate-cookie bits. Available in 1.5 oz standard two-cup size (SRP \$1.09) and a 2.8 oz king two-cup size (SRP \$1.79).

Tel: +1 (717) 534 3660

www.hersheys.com



Praim Group

USA

Friendly's Dark Chocolate Coconut bar is 2.15 oz of dark chocolate and coconut. Another variety is Milk Chocolate with Peanut Butter Cup. Both are extensions of the Friendly's line. The SRP is \$1.99 each. Kosher.

Bloomsberry & Co. line of chocolate bars includes the Flat Pack Chocolate Easter Egg (unwrap, melt, mould) and Ears Look Flat, both in 55% cocoa, and Three Wise Bunnies and Good Hare Day, both in 34% cocoa. The 3.5 oz bars have an SRP of \$4.95 each. Kosher.

Boss Baby chocolate bars feature Boss Baby Templeton, the lead animated character of the DreamWorks movie *Boss Baby*. The 3.5 oz milk chocolate bars are available in two designs, I Want Chocolate and Let's Make a Deal I Will Crawl for Chocolate. The SRP is \$1.99 – \$2.49. Kosher.

Tel: +1 (978) 745 9100

www.praimgroup.com



Wrigley

USA

Starburst Jumbo Jellybeans: a mix of much larger jelly beans in original Starburst flavors. Available at Target only in a 12 oz laydown bag. The SRP is \$2.49.

Starburst Ice Cream Jellybeans: assorted jelly bean flavors include strawberry, orange sherbet, red raspberry and lemon sorbet. Available in a 2 oz single-serve pack, 9 oz tub and 12 oz laydown bag.

Tel: +1 (312) 644 2121

www.wrigley.com



Mars Chocolate

USA

Dove Chocolate Peanut Butter Egg is a milk chocolate egg shape with a peanut butter filling. A single-serve pack has an SRP of 79¢.

M&M's Peanut Butter Eggs, egg-shaped chocolate candies with a peanut butter filling and a speckled candy coating, are now available in a 2.83 oz sharing-size bag with an SRP of \$1.50.

Dove Springtime Mix contains three varieties of Dove candy (Dove Milk Chocolate Eggs, Dove Dark Chocolate Eggs, Dove Caramel & Milk Chocolate Flowers Promises). A 22.6 oz standup pouch has an SRP of \$9.99.

Marshmallow Mix laydown bag contains 9.39 oz of assorted Milky Way Marshmallow Minis and 3 Musketeers Marshmallow Minis. The SRP is \$3.99.

M&M's White Chocolate Candies are available in an 8 oz laydown bag with an SRP of \$3.49.

M&M's Strawberry Nut candies are available in a 3.27 oz sharing size bag (SRP \$1.69 – \$1.99) and a 18.4 oz family-size bag (SRP \$4.69 – \$4.99).

Starburst All Pink fruit chews are a limited-edition single-flavor pack. Available in a single-serve pack (SRP 99¢) and a laydown bag (SRP \$3.19.)

Tel: +1 (800) 631 7630

www.mars.com

