

MARS CHOCOLATE NORTH AMERICA

Technology Leads To M&M's Caramel



Mars Chocolate North America has announced a caramel-filled version of its 75-year-old M&M's candy. It will appear on shelves in May 2017 when it will become a regularly offered item, according to the company. The caramel candy will be covered in milk chocolate and dipped in a colorful shell.

The company spent several years developing the flavor while spending \$100 million to build a

new manufacturing site in Topeka, KS, partly dedicated to manufacturing the caramel variety.

"After years of development, M&M's now has the proprietary technology to enter the soft and chewy category partition with the launch of M&M's caramel chocolate candies," says Hank Izzo, vice-president of research and development for Mars. "Based on testing, consumers love the concept of M&M's caramel, scoring higher than any M&M's brand variant ever."

The new M&M's variety comes in 1.41-ounce singles that have a SRP of range of \$1.09 to \$1.39 and ship 12 24-ct caddies per case. Share size packs holding 2.83-ounces have a SRP range of \$1.69 to \$1.99 and ship six 24-ct caddies per case. In addition, 9.6-ounce standup pouches are also available with a SRP range of \$2.99 to \$3.99. The pouches ship in eight-ct cases.

JELLY BELLY CANDY CO.

Organic Offerings Now In Gift Boxes

The Jelly Belly Candy Co. is launching a 10-flavor assorted gift box as a line extension to its organic offerings. The box features: berry, blueberry, cherry, coconut, lemon, orange, peach, pear, red apple and strawberry, and each flavor is displayed in its own compartment.

The products are USDA certified organic, made with non-GMO ingredients as well as flavors and colors made from natural sources, certified OU kosher, vegetarian, and are free from gelatin, gluten, fat and dairy, according to the company.

The boxes carry a SRP of \$7.99 and ship in 12-ct cases.

Leading up to the release of the *Trolls* movie, Jelly Belly is introducing a line of four packs featuring characters from the film.

Gift boxes holding 4.25-ounces of jelly beans are



compartmentalized by flavor to represent a number of characters in the film.

Coming with berry blue, cotton candy, mixed berry smoothie, Jewel Very Cherry, orange sherbet and blueberry beans, the boxes have a SRP of \$6.49 and ship 12 per case.

The *Trolls* line also has three bag formats holding Hugfest Mix, which includes berry blue, Jewel Very Cherry, lemon, lime and orange sherbet.

Featuring characters Poppy, Branch, DJ Suki and Biggie with Mr. Dinkles, one-ounce packs have a SRP of 99 cents and ship in 24-ct caddies. Grab & Go bags holding 2.8-ounces of candy have a SRP of \$2.49 and ship in 12-ct caddies.

Featuring vibrant pink-foil packs, 7.5-ounce gift bags have a SRP of \$5.99 and ship 12 per case.

4.23%

Anticipated growth for ready-to-eat popcorn through 2020

SOURCE: TECHNAVID

THE HERSHEY CO.

Hershey Debuts Cookie Layer Crunch Line

Meeting consumers' demands for multi-textural eating experiences and snacking occasions, The Hershey Co. is introducing Cookie Layer Crunch in three varieties, the company reports. The line features layers of crunchy cookie bits and creamy fillings covered in milk chocolate.

In pre-launch testing, shoppers gave the new items the highest scores of any product introduced by the candymaker, according to Hershey. Available in caramel, vanilla crème and mint, each piece is portion controlled at 90 to 100 calories.

The entire line is available in 6.3- and 3.5-ounce packs with SRPs of \$4.19 and \$2.89, respectively. In addition, caramel Cookie Layer Crunch comes in 2.1- and 1.4-ounce options with SRPs of \$1.69 and 99 cents, respectively.



HILCO CORP.

Hilco Novelties Feature Trolls Characters

Hilco Corp. is also introducing candy novelties featuring *Trolls* characters from DreamWorks Animation SKG. The products include sipper cups filled with taffy, character mugs complete with cocoa and lollipop dippers.

The plastic sipper cups, accompanied by curly straws, are packed with 25 grams of taffy and include collectible

Trolls character toppers with pink (Poppy) or blue (Branch) hair. The SRP for each is \$3.99 to \$4.99, and the items ship four six-ct displays per case.

The *Trolls* mugs feature a ceramic 3D design accompanied by packs filled with 21 grams of cocoa. The SRP range is \$4.99 to \$5.99 and the items ship

