

# NEW PRODUCTS

THE WARRELL CORP.

## Flipsticks, Cravemmm! Lines Extended

Half-ounce bars in four flavors have been added to the Flipsticks taffy line from The Warrell Corp., which has also extended its Cravemmm! snack line with Sweet & Spicy Peanuts Seasoned with Old Bay.

The new taffies, available in wild cherry, sour green apple, watermelon and sour blue raspberry, will feature a softer bite, according to the company.

Richard Warrell, vice-president of sales and marketing, says: "With the addition of the new bar format, the two different shapes and sizes provide different price points to capitalize on Flipsticks' multitude of fans, expanding the brand's appeal."

Pre-priced at 25 cents, the taffy bars come in 36-ct trays, shipping 12 per case. They are also available in 100-ct changemaker tubs, which ship in six-ct cases.

Joining the line of nuts and snack mixes marketed under the Cravemmm! brand, sweet and spicy nuts feature the 18 herbs and spices blend of Old Bay seasoning, which is known for its versatile flavor, according to Jessica Schatz, brand manager for the seasoning. "True fans of Old Bay know it tastes great on everything, and peanuts are a natural base for many flavors, so combining them in one tasty snack seemed like a natural fit," she says.

The sweet butter-roasted peanuts coated with the mildly spicy seasoning come in 2.5-ounce peggable bags with a SRP of \$1.99. They ship in 12-ct displays, packing six per case.



GODIVA CHOCOLATIER, INC.

## Collection Features Globally Inspired Flavors

Incorporating six varieties of chocolates based on global cuisines, The Chef Inspirations — Flavors of the World collection is new from Godiva Chocolatier, Inc.

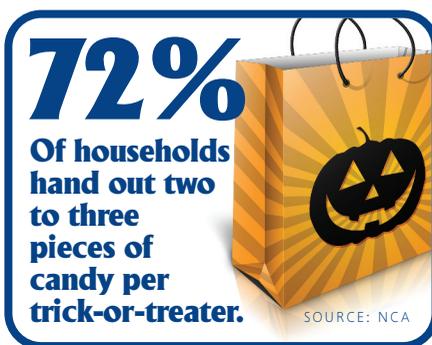
Made with Belgian chocolate, the collection includes Japanese Dark Sugar Ganache with Kuromitsu molasses; Siroop de Liege with Speculoos, traditional Belgian cookies; Chinese-inspired Black Tea Mousse & Sichuan Pepper; Brazilian Coffee Nut Pralines; Honey Roasted Caramel with ingredients sourced from the U.S.; and Banana & Caramelized Coconut, made with inputs from South Africa.

Michelle Chin, vice-president of North American marketing, says: "Our chef chocolatiers have made it possible for chocolate lovers everywhere to embark on an international flavor journey, and this limited-edition collection is another example of



our continued commitment to letting our customers enjoy chocolate in entirely new and unexpected ways."

The collection is available in eight-piece boxes with a SRP of \$18, 16-ct packs that retail for \$34 and 25-piece boxes with a SRP of \$50.



THE HERSHEY CO.

## Scharffen Berger Adds Artisanal Line

Made with Rainforest Alliance-certified cocoa, The Hershey Co.'s subsidiary Scharffen Berger Chocolate Maker is debuting a four-bar line featuring complex flavor blends, the company reports.

Crafted with proprietary bean blends from as many as nine different regions

and other premium ingredients, according to Scharffen Berger, the line is kosher certified and gluten free. It consists of two dark and two milk chocolate three-ounce bars: 72% Cacao Signature Dark Chocolate, 72% Cacao Dark Chocolate with Pistachios and Sea Salt, 33% Cacao Smooth Milk Chocolate and 33% Cacao Milk Chocolate with Toasted Coconut and Macadamia nuts.

Noting it has attained its goal of sourcing all of its cocoa from Rainforest Alliance-certified growers, the bean-to-bar company reports the certification seal will appear on all of its three-ounce bars beginning in autumn 2014.

Carrying a \$3.99 SRP, the items ship four 12-ct displays per case.



CANDYRIFIC, LLC

## Elvis Tops Newest M&M's Novelty Talkers

Celebrating the 60th anniversary of rock 'n' roll, CandyRific, LLC is debuting Elvis sing-a-long talker novelties featuring Mars Chocolate North America's M&M's characters dressed as the musician.

M&M's Yellow and Red characters impersonate Elvis in open-front jumpsuits and The King's signature stance on talkers holding 0.53 ounces of Fun Size M&M's brand chocolate candies. Both belt out "Jailhouse Rock" and "Hound Dog" when the button is pressed; Red also sings "All Shook Up!" while Yellow's repertoire adds "Blue Suede Shoes."

Carrying a \$4.99 SRP, they ship six 12-ct displays per case.



SWEETLIFE SWITZERLAND AG

## Fruit-Flavored Sugarfree Rivo Mints Launch In U.S.

Rivo Mints of Switzerland, tiny fruit-flavored sugarfree mints in specially lined tins developed to ensure freshness are being introduced in the U.S. by

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