

Candy R&D

NEW PRODUCTS

Wonderful for women

THE COMPANY: Phytobase Nutritionals, Inc., Orem, Utah

THE PRODUCT: Chocollissima

THE HOOK: This organic chocolate has been especially formulated for women, with a dose of borojoa, an Amazonian fruit known for increasing libido, elevating mood, reducing stress and increasing energy levels. The bite-sized dark chocolate pieces (12 grams each) come in a convenient plastic tub



perfect for snacking. “We are in the business of developing functional foods, which are delicious, exciting and truly amazing,” says Phytobase founder Sam D. Gur.

“Chocollissima is another product developed especially for women... packed

with a unique combination of wild harvested exotic rain forest plants including clavo huasco and jatoba, known among indigenous people of the Amazon Rainforest for having aphrodisiac and natural energy boosting qualities without stimulants, and the highly touted borojo fruit for total chocolate satisfaction.”

INGREDIENTS:

Organic dark chocolate (organic sugar, organic chocolate liquor, organic cocoa butter, soy lecithin [an emulsifier], organic vanilla). Proprietary blend: borojoa fruit concentrate, catuaba, muira puama, jatoba, clavo huasca, and damiana.

SUGGESTED RETAIL PRICE: \$34.95 for 24 pieces (12 grams each) in a 228-gram tub.



Sugar-free lolly

THE COMPANY: Quigley Manufacturing Inc., Elizabethtown, Pa.

THE PRODUCT: Lolly Lites

THE HOOK: Simon Candy Co, which is a subsidiary of Quigley Manufacturing, has introduced a new line of sugar-free and fat-free lollipops. Each lollipop contains only 18 calories and is formulated to offer parents and kids a healthier sweet treat. The lollipops meet kosher, vegetarian and vegan diet requirements and come in seven flavors: Juicy Grape, Sour Apple, Mixed Berries, Wild

At a glance

Natural is the trend this summer, especially in the delectable world of chocolate, with the introduction of a new organic line from Kansas City-based Russell Stover Co.



Featuring four mouth-watering treats including Russell Stover Organic Assorted Chocolates, Organic Pecan Delights and Organic Coconut and Whitman's Sampler Organic Assorted Box, the new line has achieved USDA organic certification.

The boxed chocolates will feature many of the same classic pieces Russell Stover offers in its mainstream assortments — honey caramel, coconut, toffee, peanut clusters and chocolate nut caramel — to name a few.

The Russell Stover Organic Assorted Chocolates is available in a 3-oz. box and has a suggested retail price of \$4.99. Both the Organic Pecan Delights and Organic Coconut come in 3-oz. peg bags and carry a suggest-

ed retail price of \$2.99. The suggested retail price for the 6-oz. Whitman's Sampler Organic Assorted Chocolates box is \$8.99. All packaging will feature the USDA organic-approved seal as well as advertise the fact that the products are free of trans fats and made without gluten.



fall (seems everyone's doing it these days) with limited edition offerings of Snickers Original Dark and Snickers Almond Dark. The new varieties will be available beginning in November. The company also will introduce a 10.5-ounce limited edition Minis Mix that combines miniature versions of Snickers Original Dark, Snickers Almond Dark. And finally, to further leverage its brand, Masterfoods will launch a limited edition Xtreme Bar version of Snickers. Similar to a regular Snickers candy bar but minus the nougat, the Xtreme bar will carry more caramel,

peanuts and chocolate. (Excellent dude!) The 2-oz. bar will have a suggested retail price of 75 cents.

Shipping in November, the new Kit Kat Caramel from Hershey features four layers of wafer and caramel



enrobed in new, creamier milk chocolate. First delivery of the 1.45-ounce bar is slated for November. The rollout will be supported with a new ad campaign.

For chocolate and coffee fanatics everywhere, NECCO recently unveiled Café Select Chocolate Coffee Trios. Offered in Espresso, Latte and Cappuccino flavors, the Trios feature crunchy coffee centers covered in rich chocolate, making for a “Real Coffee/Rich Chocolate” taste combination. The chocolates are packaged in a foiled stand-up, gusseted bag and are the first product under NECCO's new, upscale Café Select brand banner.