

# PROFESSIONAL CANDYBUYER

All About Sweets & Snacks



## SPECIAL SHOW ISSUE



*A sign of the times — snacks join with candy in Chicago as the All Candy Expo evolves.*

### EASTER PROFIT PREVIEW PART 2

*Filling holiday aisles with new offerings and traditional favorites is sure to lead to spring profits.*

#### M&M's Characters Top Candy Fans



**M**&M's EASTER CANDY FANS are new from CandyRific LLC. Tubes are filled with 0.7 ounces of M&M's and topped with battery-operated fans held by red, blue and green M&M's characters with bunny ears. Counter displays hold 12 assorted characters and ship six per case, while shippers hold 72 units. They have a SRP of \$3.99.

Circle No. 217 On Reader Reply Card.

M&M's characters are part of the CandyRific line.