

NEW PRODUCTS AND PROMOTIONS

Hershey Foods Corp.

Hershey Foods for the first time is introducing Hershey's and Reese's sugarfree chocolate candies. On March 24, 2003, the company will launch the four new products: Reese's Sugar Free Peanut Butter Cups Miniatures, Hershey's Sugar Free Chocolate Candy, Hershey's Sugar Free Chocolate Candy with Almonds and Hershey's Sugar Free Dark Chocolate Candy. Each product will be available in a 3.3 oz bag. Retail price is approximately \$1.99. The brands contain the sugar substitute lactitol and have about 19 percent fewer calories than regular Hershey's chocolate.



Tel: +1 (717) 534 3660 Fax: +1 (717) 534 5297

www.hersheys.com

Amurol Confections Co.

Velamints is expanding with the addition of Velamints Vanilla Mints. The mints have a hint of mint flavor plus the taste of vanilla. Each piece is cream colored with brown flecks of color. An embossed metal tin holds about 20 servings (39 g). A 12-count open stock display box is comprised of two stacked 6-count boxes. Also available are a 96-count combo Chocolate Mints and Vanilla Mints floor display, a 40-count combo counter display, and a 96-count wing display. List price for Velamints Vanilla Mints is \$1.19 per unit. Suggested retail price is \$1.99.



Tel: +1 (630) 553 4800 Fax: +1 (630) 553 4801

www.velamints.com

NCA All Candy Expo

May 13-15, 2003 • Chicago, Illinois, USA

Just Born

For a limited time, from June to August, 2003, Just Born will offer Marshmallow Peeps Stars, white with red and blue glitter. There are 15 in a tray with a suggested retail price (SRP) of \$1.59. A 24-count shelf display and 72-count floor display are also available. A nine-count tray has an SRP of \$1.00. A 36-count shelf display is available.



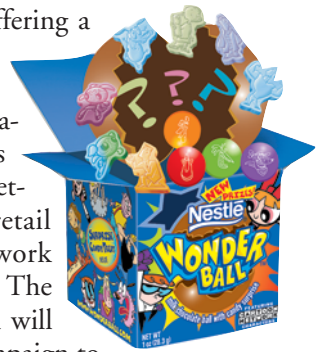
Also available this summer, Mike and Ike Stripes will include a mix of cherry, blueberry and vanilla cream flavors. The 8 oz box will retail for \$1.29 and be available in a 72-count floor display and a 24-count case.

Tel: +1 (800) 445 5787 Fax: +1 (610) 867 9841

www.justborn.com

Nestlé USA

Nestlé has introduced the Cartoon Network Nestlé Wonderball, offering a new collection of prizes, candy shapes and favorite characters. This collection features animated characters from popular Cartoon Network shows. Suggested retail price for Cartoon Network Nestlé Wonderball is 99¢. The February 2003 introduction will be supported with an ad campaign to begin in May 2003, and through a range of merchandising units, including in-store shippers, floorstands and countertop units.



Tel: +1 (818) 549 6000 Fax: +1 (818) 549 6952

www.nestleusa.com

Big Sky Brands Inc.

Big Sky Brands introduces Green-T Energy Mints.

Each mint is infused with a flavor that combines lemon-lime citrus with the taste of green tea. Distributed as a sub-brand of Warp Energy Mints product line, Green-T Energy Mints feature a formulation of green tea extract, ginseng and guarana, for a natural energy boost. Five of the mints are equivalent to one cup of brewed green tea. Suggested retail is \$1.99-\$2.99.



Tel: +1 (416) 599 5415 Fax: +1 (416) 599 0392

www.warpmints.com