

NEW for Vending!

Twizzlers®

Sweet & Sour Filled Twists!

Naturally and Artificially Flavored

CITRUS PUNCH!

cherry KICK!

NET WT 1.9 OZ (53 g)

AS ALWAYS
A
LOW Fat
Snack!

New!
Twizzlers®
Sweet & Sour Filled Twists
Tangy inside

- Sour candy is a growing segment (+8.1% vs. YAG) and is outpacing growth in the non-chocolate category (+2.4% vs. YAG).¹
- TWIZZLERS® Sweet & Sour Filled Twists combine a sweet licorice candy outside with a tangy, sour filling to bring a more intense flavor to the TWIZZLERS® line.
- TWIZZLERS® Sweet & Sour Filled Twists will grow non-chocolate sales by bringing new users into the successful TWIZZLERS® brand.



**AVAILABLE:
6/15/09**

Jun

Jul

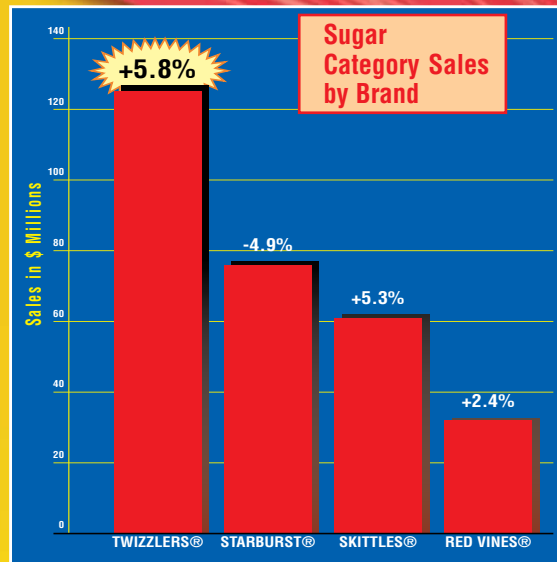
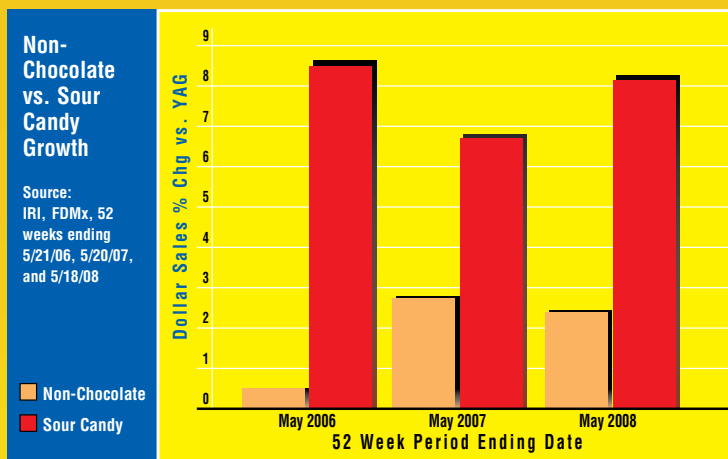
Aug

OPTIMAL VENDING EXECUTION.



TWIZZLERS® Strawberry Twists are out-performing the competition in the Sugar Category.

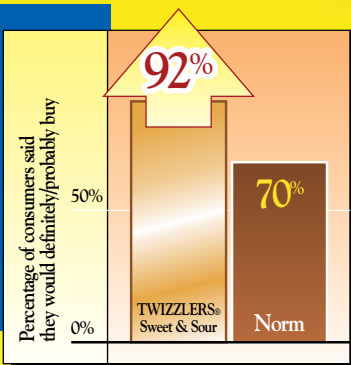
Sour candy sales have grown faster than non-chocolate sales for the past 3 years



Source: IRI, FDMx, 52 weeks ending 4/20/08

TWIZZLERS® Sweet & Sour Filled Twists will launch during the peak season for TWIZZLERS® sales.

92% of consumers said they would definitely/probably buy TWIZZLERS® Sweet & Sour Filled Twists based on the concept²



² GFK Custom Research N.A. Home Use Test 5/08

- The Instant Consumable Sour Candy segment is a \$29.1 Million dollar category, up 5.5%.³
- The Take Home Sour Candy segment is a \$92.6 Million dollar category, up 9%.³

³ FDMx 52 weeks ending 5/18/08.



Item # 34000-50246

TWIZZLERS® Sweet & Sour Filled Twists
1.9 oz., 12/24ct.

Case: 16.625"L x 11.188"W x 8.938"H
Case Cube: 0.962 Layers per Pallet: 5
Case Wt: 41.0 lbs. Cases per Pallet: 45
Cases per Layer: 9 Pallet Gross Wt: 1,845 lbs.



Case UPC



Bar UPC



Box UPC



www.hersheysvending.com

Contact your Vend Product Distributor or Hershey's Representative to order today.