

Confection & Snack RETAILING



Trend Spotting

By Deborah Cassell

Caffeinated gum, charitable partnerships, customizable confections, campaign-worthy candy and mega mints were among the sights seen at the 2008 All Candy Expo. And the trends continue post-show ...



E = Energy ... Gum, That Is

Now it's even easier

to walk and chew gum at the same time. Caffeinated snacks and confections —

from potato chips (Golden Flake's *NRG* brand) to lollipops (*Maxxed Energy Pops* from TRI Sales Co.'s Charms Division) to jelly beans (*Jelly Belly Extreme Sport Beans*) to gummies (*Loud Truck* brand) to mints (*Breath Savers Energy Mint Caffeine*) and now chewing gum — are piggybacking on the energy bar and beverage movement.

For example, All Candy Expo exhibitors included VE2 Laboratories LLC, whose *VE2 Energy Gum* is said to increase energy, alertness and stamina. Two pieces of the sugarless gum — which contains caffeine, guarana and ginseng — are about equal to one 8-oz. energy drink or a cup of coffee. The suggested retail price for a 10-piece package of *VE2 Energy Gum* is \$1.69. That's cheaper than a trip to Starbucks, folks.

But VE2 isn't the only confectioner interested in stimulating the masses. Take BDI Marketing's cinnamon-flavored *Mini Thin Rush Energy Gum*, a sister

product to the company's energy drink shots and capsules. Then there's Energy Brands' *Mad-Croc Energy Gum*, which is made with 100% xlitol and contains caffeine, taurine and Vitamins B3, B5, B6 and B12 for a dental hygienic energy boost.

In addition, a simple Google search for "energy gum" revealed Web sites featuring the following products: *Jolt Energy Gum* (www.joltgum.com), *Penguin Energy Gum* (www.energygum.net) and *Pepp Energy Gum* (www.peppenergygum.com). Visitors to www.thinkgeek.com can purchase *Blitz Caffeine Energy Gum*. And at www.chemicalrevolution.com, consumers can buy many of the aforementioned products, as well as *Black Black* — a caffeine- and Vitamin B3-infused gum that comes "straight from Japan" (and is actually grey, not black).



AllCandyExpo

