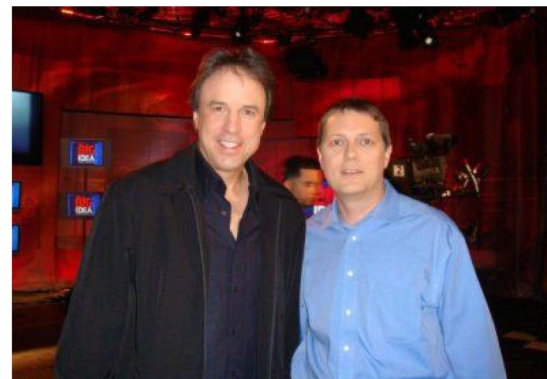




## All Candy Expo 2008 - Day 1- Brian

Wednesday, May 21, 2008 - by Brian



This is my second **All Candy Expo** and even though the initial shock and awe has worn off I still can't help but be amazed by the whole thing. It's like Halloween for adults... they even give you a bag to go trick-or-treating-with collect review samples of candy.

There is so much new candy coming, it's amazing... is a quick recap of some of the candy we saw/tasted/heard about today:

- Wrigley is introducing two new flavors of **5 Gum**: Elixir (mouthwatering berry) and Lush (a crisp tropical flavor sensation)
- Jelly Belly has new Coldstone Creamery flavors of jellybeans
- New peanutty chocolate candy bar from Barton's called **NutJob**
- Also from Barton's come **Fruit-A-Majigs** made with real fruit
- Tootsie Pop Drops are back
- Mentos now makes gum in Red Fruit/Lime, Spearmint, and Peppermint flavors. Tried Red Fruit/Lime and it's good (haven't tasted the others yet!)
- Dale and Thomas is doing some great stuff with chocolate and popcorn. Tried some samples - man, they're good!
- PEZ is now shipping chocolate PEZ. Same candy shape and texture, but chocolate flavored. Tastes just like a chocolate Tootsie Pop minus the Tootsie center.
- New Tootsie Pop flavor - pomegranate.
- **Charms Maxxed Energy Pop** - a lollipop with Ginseng, Guarana, Taurine & B-vitamins.
- From **Annabelle**: Rocky Road Supreme Mocha and Rocky Road Supreme Peanut Butter
- **Loud Truck** introduces orange Energy Gummies. They are tasty!
- Ferrero introduces Tic Tac Chill in Exotic Cherry and Paradise Mint flavors. They're a little larger than regular Tic Tacs and they are sugar-free (sweetened with Xylitol).
- Pnut Butter flavored (peanut-free) Sixlets: same **Sixlets** shape and size but with peanut butter flavored center (made from soy)
- **Chuo** has a new Chocopod called Firecracker: dark chocolate with chipotle chile, salt, and popping candy. AMAZING taste. Might be the best thing I've tried so far at the show.
- **VE2 Energy Gum. VE2 Press Release**
- Mars is bringing Premium M&M's to the market in Raspberry Almond, Chocolate Almond, Triple Chocolate, Mocha, and Mint Chocolate flavors. Besides being beautiful with their metallic/pearlescent coating, the outer coating is NOT crunchy like normal M&Ms. I only tried one flavor so far but it was *good*.

Ok, that's it for now. I have personal meetings with Wonka/Nestle, Hershey, Wrigley, and Mars in the next two days so lots of juicy details coming on their new products.

And... we'll have loads of extra candy after the show - stay tuned for a giveaway of the extra candy here on the site soon.