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Retailer's favorite confectionery and snack product introductions reflect industry trends

Washington, DC: For the third year in a row, buyers at the 2010 SWEETS & SNACKS EXPO™ used scanners to track their interest in new items in the ever-expanding New Product Showcase. Most of the top products scanned at the 2010 EXPO, held this past May in Chicago, followed the hottest trends in the confectionery and snack segments.

"New and innovative products are the lifeblood of our industry. In fact, twenty-five percent of annual confectionery and snack sales are attributed to products introduced in the past two years. The SWEETS & SNACKS EXPO™ was designed to be the best resource to discover the hottest and most profitable new products around," commented Larry Graham, president of the National Confectioners Association which sponsors the EXPO. "Finding new products is the number one reason people attend the show. In calculating the retailer scans' in the New Product Showcase we are able to track trends in new product development to provide valuable insight to trade customers and manufacturers alike."

The majority of new products in the Showcase fell into at least one of the [seven emerging trends](#) as identified by the NCA earlier this year including: chocolate covered everything, twisted traditions, up in the air, REAL good, galloping gourmet, fresh-n-flavorful, and dark and dreamy.

More than 13,000 products and companies were scanned at the 2010 EXPO. The top ten confectionery products highlighted an on-going trend in kid's novelty items with half of the top scanned items fitting into this category. Another surprise is the comeback of lollipops in new shapes and flavors – three types were featured in the top ten and another four included in the top 25 scanned items. Look for these honorable mentions on shelves soon: BobblePops and PodPops from NARIN; Burstin Berry Blow Pops from Charms; and lollipop cream swirls with soft centers from the Original Gourmet Food Company.

As retailers strive to meet the needs and demands of their shoppers, gourmet and healthier choice items have reached new levels of popularity, a fact reflected in the scans. Some of the stand outs in the top 25 included Natural Vines from the American Licorice Company; Cherry Raisinets from Nestle; and Belgian Chocolate Thins from Royal Chocolates.

Top ten scanned confectionery products at the 2010 SWEETS & SNACKS EXPO™:

Number Ten: *Reese's Peanut Butter Cup Mini* by The Hershey Company.

Number Nine: *Jelly Pop* from Decoria Company, Ltd.

Number Eight *Jumbo Push Pop* by Bazooka Candy Brands

Number Seven: *Pop Rocks Chocolate* by Pop Rocks Inc.

Number Six: *Dark Chocolate Acai Blueberry and Goji* by Brookside Food Ltd.

Number Five: *Snow White Gift set* from Pez Candy, Inc.

Number Four: *Disney licensed items* by Imaginings 3, Inc.

Number Three: *M&M's Pretzel* by MARS Chocolate North America

Number Two: *ICEE Fizzing Lollipops* by Koko's Confectionery & Novelty

Number One: *Cocktail Classic jelly beans* by Jelly Belly Candy Company

Top five scanned snack products at the 2010 SWEETS & SNACKS EXPO™:

Number Five: *Chocolate Covered Candy Coated Kettle Corn* by Kimmie Candy Company

Number Four: *Freeze Dried Fruit Snacks* by Crunchies Food Company

Number Three: *Biscotti Crisps and Seasoned Nuts* by Sahale Snacks

Number Two: *Nutorious Nut Confections* by Nutorious

Number One: *Silly Seeds* by Sunflower Food Company.

"Each of the most popular scanned products reflect one or more of NCA's top seven confectionery and snack trends for 2010," added Graham. "Based on the interest level verified by customer scanning reports at the SWEETS & SNACKS EXPO™, we can expect to see them stocked at retail locations soon."

It's not too early to start planning and predicting the trends for the 2011 SWEETS & SNACKS EXPO™. Mark your calendars for Tuesday, May 24 through Thursday, May 26 at Chicago's McCormick Place. For more information exhibiting at the 2011 SWEETS & SNACKS EXPO™, contact Grace Woodyard at (202) 534-1440.

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