



**PRESS RELEASE**

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## **NCSA NEW PRODUCT AWARD WINNERS UNVEILED**

CLEVELAND — The National Confectionery Sales Association (NCSA) launched its New Product Awards program at the 2009 Annual Meeting held Saturday, October 17, in conjunction with the prestigious Candy Hall of Fame ceremonies.

In six categories, the winners were: Chocolate, The Hershey Co.'s Reese's Dark Chocolate Peanut Butter Cups; Licensed/Limited, New England Confectionery Co.'s Twilight Series; Non-Chocolate, Ferrara Pan Candy Co.'s Chewy Lemonhead & Friends; Premium/Gourmet, Gimbal's Fine Candies' Cherry Lovers; Snacks, Snyder's of Hanover, Inc.'s Peanut Butter Pretzel Sandwiches; and Seasonal, Maxim Manufacturing & Marketing's Easter Gummies.

NCSA President Michael Gilmore says: "The inaugural awards attracted hundreds of product nominations, which illustrates the continuing dynamism and strength of the candy and snack categories."

The New Product Award winners were chosen from among the top five products in each category as determined by a group of industry experts. Listed below are the four products in each sector, which earned Certificates of Achievement.

In the Chocolate category, finalists were: Attune Foods Inc.'s Probiotic Chocolate Bars, Brookside Foods (U.S.A.) Ltd.'s Dark Chocolate Pomegranate, R.M. Palmer Co.'s Double Crisp Football and Seattle Chocolates Co.'s Truffle Bar Line.

The finalists in the Licensed/Limited Category were: Ford Gum & Machine Co., Inc.'s Smarties Bubble Gum Balls; PEZ Candy, Inc.'s The Wizard of Oz Collector's Series; Spangler Candy Co.'s Dum Dum Shrek Pops; and The Hershey Co.'s Thingamajig.

Non-Chocolate category finalists were: Aunt Sally's Praline Shops, Inc.'s Praline Collection; Dorval Trading Co., Ltd.'s Sour Power Sortz; Mars Snackfood U.S.'s Skittles Crazy Cores; and Perfetti Van Melle USA, Inc.'s Mentos Pure Fresh Gum.

Finalists in the Premium/Gourmet category were: Atkinson Candy Co.'s Gemstone Candies; Landrin USA, Inc.'s Waferatto 2010 Collection; The Hershey Co.'s Bliss White Chocolate; and The Madelaine Chocolate Co.'s Chocolate Butterflies.

In Snacks, finalists were Chattanooga Bakery, Inc.'s Peanut Butter MoonPie Crunch; Natural Snacks, LLC's Michael Season's Baked Multigrain Chips; SweetWorks, Inc.'s Qbits; and The Promotion In Motion Cos., Inc.'s Welch's Island Fruits Fruit Snacks.

Finalists in the Seasonal category were Mars Snackfood US's M&M's Miniature Easter Tins, Pure Fun Confections Inc.'s Organic Candy Canes, R.M. Palmer Co.'s Quax; and Reber Chocolate Specialties/Niche Import Co.'s Reber Winter Dreams Bars.

Attended by more than 270 industry leaders, friends, family and colleagues, the awards ceremony took place during the Candy Hall of Fame banquet at the Renaissance Tampa Hotel International Plaza in Tampa, FL. During the ceremony, distinguished senior executives from the winning companies accepted crystal trophies. Each category finalist received a Certificate of Achievement.

"The winning products represent the best of the candy and snack industry," says NCSA Executive Director Steve Forster. "New products are vital to the confectionery business, and we are proud to honor these leading companies with awards that recognize their dedication to research and innovation."

For further details on the NCSA and the New Product Awards, please visit our web site, [candyhalloffame.org](http://candyhalloffame.org).

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The National Confectionery Sales Association, formed in 1899, is dedicated to furthering positive growth and acceptance of confectionery products, and recognizing the achievements of category leaders from all sectors of the international industry. The Candy Hall of Fame was founded in 1971, and recognizes lifetime career achievements in the confectionery industry, with induction based on dedication to the overall betterment of the industry.