

stocklines

confectionery

hot spot

LEAF UK is relaunching its Chewits brand in an attempt to grow the brand from £20m to £30m by 2008.

- The brand is being repositioned to widen the age groups targeted to include 11-14 year-olds as well as 5-10 year-olds.
- Chewits will feature new packaging, including a new logo which will be 30% bigger. The brand mascot dinosaur Chewie is being retained.
- The company will reintroduce the orange variant to complement the existing flavours of strawberry, blackcurrant and fruit salad.



- In the Xtreme range a new Xtremely Hot Lime flavour joins Xtremely Sour apple, tutti frutti and lemon flavours.
- Single stick packs of both Xtreme and Chewits standard will retail at 25p. Mixed multipacks of five sticks have an rrp of 99p. Minis of both brands

are available in bags with an rrp of 99p. Chewits and Xtreme will be featured in two adverts, both to air on May 30, and a Chewie Roadshow will take the brand on a sampling tour across the UK. RRP: 25p single stick TEL: 01704 502400

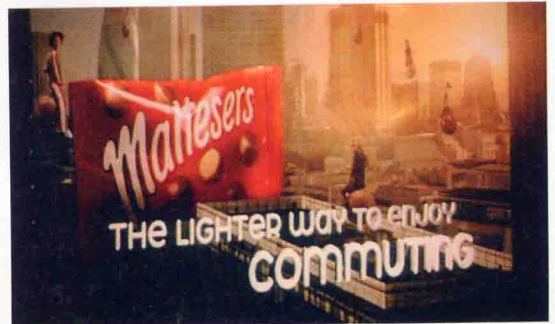
THE WRIGLEY COMPANY has launched two new flavours in the Hubba Bubba range.

- Mix & match sour raspberry & watermelon will replace sour cherry & lemon flavour and bubble tape cheeky black cherry will replace sour apple flavour.
- The company says rotation of flavours stimulates interest and encourages experimentation. RRP: 57p & 85p TEL: 01752 752094



ASHBURY CONFECTIONERY is to relaunch its Needlers brand this month with a new brand identity, logo, packaging and products.

- A new bagged range 'Picked 'n Mixed' features the company's pick and mix best sellers individually wrapped.
- The company is also relaunching its traditional bagged range of toffees and crèmes and will enhance this with Full o' Fruits (fruit-centred bon bons), Milky Splitz (white milk chocolate coated toffee treats), and Toffee Twists (assorted toffees with two flavours and colours twisted into one another).
- The company plans to use the brand as a vehicle to diversify from own label confectionery.
- A three-for-two offer will be available on all products during the launch period. RRP: £1.19 TEL: 01844 293622



MASTERFOODS has launched a new advertising campaign to back the Maltesers brand.

- The advert features women bouncing to work on Malteser-shaped Space Hoppers.
- All adverts carry the strapline 'Maltesers the lighter way to...' In the Space Hoppers example, it's the lighter way to enjoy commuting.
- The company is spending £9.5m on the marketing programme for the Maltesers brand this year. TEL: 01753 550055



BENDICKS (MAYFAIR) LTD has added two limited editions to its Werther's Original and Campino brands.

- Werther's Original new butter mint flavour is available now for retailers in a 15x150g display tray for shelf standout.
- Campino has added cherries & cream flavour to the existing range of strawberries & cream and summer fruits & cream.
- The new flavour will be available next month in a 140g size, also supplied in trays of 15. RRP: 95p TEL: 01962 844800



SWIZZELS MATLOW has launched an extension to its Fun Gums jellies.

- The Fizzy Roll contains assorted fruit-flavoured soft jelly pieces in a fizzy sugar coating.
- The sweets will be packed in a 60-unit outer.
- The company says the brand grew 16% last year with the Wine Gummies roll, launched four years ago, annually achieving double-digit growth. RRP: 10p TEL: 01663 744144