

Contact: Sue Engelhart, Sue Engelhart & Associates
941-350-4735, SueEngelhart5@gmail.com

Sweets & Snacks Expo
Booth 1782

**TORIE & HOWARD INTRODUCES NEW PACKAGING
FOR 4-OUNCE ORGANIC CHEWIE FRUITIES ORIGINAL FLAVORS**

The revamp is being introduced at the 2018 Sweets & Snacks Expo.

NEW MILFORD, Conn., May 16, 2018 – Torie & Howard is introducing new 4-ounce packaging for the original flavors of its organic Chewie Fruities® at the 2018 Sweets & Snacks Expo, booth 1782, the company announced today.

With the redesigned packaging, fruit elements representing the flavors of the candy are larger and more prominent, and “splashes” surrounding the fruits are intended to convey their juicy, fresh-from-the-orchard taste, said Torie Burke, co-founder and CEO. The new design for the gusseted, matte 4-ounce peg sacks also helps fruit graphics “pop” on a cleaner background and sends a fun, clean candy message for consumers seeking more healthful indulgences, Burke said.

Prominent call-outs on the package front make it easy for consumers to see that the candy is USDA organic, vegan and provides 100 percent of the daily requirement of Vitamin C. Header graphics indicate that the candy contains no preservatives, artificial flavors or colors, gluten or genetically modified ingredients. “As with the new Sour Chewie Fruities, we’ve added a wave of color along the bottom and the same color on the header, which is eye-catching on the shelf, and makes it easy for consumers to distinguish among the flavors,” Burke said.

Original Chewie Fruities flavors include Italian Tarocco Blood Orange and Wildflower Honey, California Pomegranate and Sweet Freestone Nectarine, and Meyer Lemon and Raspberry. An assorted flavor pack also is available. The 4-ounce Chewie Fruities peg sacks have a suggested retail price of \$3.99 and ship six to a case and 48 to a master case. The fruit chews also are available in a 2.1-ounce grab-and-go stick pack with a suggested retail price of \$1.99 and have 18 to a display case and 12 cases in a master case. More information may be found online at www.TorieAndHoward.com or by calling 1-888-826-9554.

About Torie & Howard:

Torie & Howard is a producer of all-natural, organic candy designed to satisfy consumers with discriminating palates who crave healthy, yet indulgent, snacks. The candy is USDA Organic and kosher certified and contains no genetically modified organisms. The company was launched by color consultant Torie Burke and interior designer Howard Slatkin in early 2012 with headquarters in New

Milford, Conn., with a pledge to produce snacks in ways that are as health-friendly, eco-friendly and socially conscious as possible. The candy is available nationally through foodservice and retailers, including Whole Foods, The Fresh Market, Sprouts, Earth Fare, Wegmans, select Safeway stores, Publix, Giant Eagle, and online at www.TorieAndHoward.com. More information is available by connecting via <https://www.Facebook.com/TorieandHoward>, <https://Twitter.com/TorieandHoward>, and <https://www.Instagram.com/TorieandHoward/> or calling 1-888-826-9554.

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