



2024 NACS Products Fact Sheet

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LATEST INNOVATION

CONFECTION & SWEETS

Shaq-A-Licious XL Gummies – Get ready for a giant leap in candy innovation with *Shaq-A-Licious* XL Gummies, the new line of XL gummy candies from basketball icon and entrepreneur Shaquille O’Neal. *Shaq-A-Licious* XL Gummies feature two exciting varieties: *Shaq-A-Licious* Original, with gummies that are molded after O’Neal’s face, and *Shaq-A-Licious* Sour, offered in three playful shapes and flavors that celebrate his storied career. *Shaq-A-Licious* XL Gummies rolled out last month to major retailers across the U.S.



Reese’s Chocolate Lava Big Cup – *Reese’s* has perfected perfection, again. *Reese’s* Chocolate Lava Big Cup is a new dessert-inspired offering providing *Reese’s* fans with a rich experience in the form of an extra layer of ooey-goopy chocolatey filling inspired by the decadence of a lava cake. Available in standard and king sizes, this indulgent treat gives a rich and gooey eating experience that complements the iconic chocolate and peanut butter combination that fans know and love.



Reese’s Caramel Big Cup – Launched in November 2023, *Reese’s* Caramel Big Cup is the number one innovation in confection. The standout *Reese’s* product features a rich caramel layer, perfectly complementing the iconic *Reese’s* peanut butter and chocolate flavor. Available in standard and king sizes.



Hershey's Crunchy Waffle Cone Bars – A satisfying treat with a sweet and crunchy flavor experience, these bars are made with extra creamy milk chocolate and delicious real waffle cone pieces. Available in standard and king sizes.



Kit Kat® Vanilla – This new offering, enveloped in vanilla-flavored white crème, brings a classic, indulgent flavor into the signature crispy Kit Kat® wafers. Experience the unique twist of Kit Kat® Vanilla, available nationwide in standard and king size bars starting November 2024.



Kit Kat® Super King - This November, the beloved Kit Kat® brand is leveling up with the launch of Kit Kat® Super King size bars. This 12-finger powerhouse is the ultimate treat for lovers of the crispy wafers.



Jolly Rancher Ropes – A thrilling twist on the classic flavors you love, these ropes are packed with dual fruit flavors, offering a bold taste experience from the chewy outer layer to the flavorful inner filling. Two flavor combinations—Green Apple + Watermelon and Blue Raspberry + Cherry—are available now in 10 oz bags and in 6 oz peg bags starting November 2024.



Jolly Rancher Freeze Dried – Experience the iconic fruity flavors of Jolly Rancher candy in a new, airy and crunchy form. Jolly Rancher Freeze Dried Candy offers a snackable, unwrapped treat that's easy to enjoy by the handful. Available in 3.1 oz bags in February 2025.



Jolly Rancher Chewy Poppers – Jolly Rancher brand is shaking up the candy aisle with the launch of Chewy Poppers, a new, triple-layered chewy treat designed to deliver a burst of flavor and texture to every bite. Featuring a candy shell, chewy core and fruity center, Chewy Poppers offer a complex texture experience. Available in November 2024 in 6.2 oz peg and 12 oz pouch sizes.



Ice Breakers Flavor Shifters – Introducing *Ice Breakers Flavor Shifters* gum, a unique innovation that starts as one flavor and shifts to another as you chew. Launching in two varieties—Wild Berry to Coolmint and Wintergreen to Coolmint—this new sugar-free gum offers a multi-dimensional sensorial experience. Available in a 3.24 oz gum bottle pack.



Ice Breakers Sparkling Mints Pineapple Mango Seltzer Flavor – *Ice Breakers* brand continues its Sparkling Mints lineup with a delightfully fruity and fizzy pineapple mango seltzer flavor. Providing a unique tingling seltzer sensation, this item is available in a 1.5 oz mint puck.



SALTY

Reese's Filled Pretzels – These crunchy and slightly salty pretzels are filled with delicious, lightly sweet *Reese's* peanut butter, delivering the snacking power of pretzels and the flavor you love from the *Reese's* brand. Available in November 2024 in 5 oz peg bags.





Dot's Homestyle Pretzels Parmesan Garlic Flavor – Buttery, crunchy, and shamelessly seasoned in every groove and twist, *Dot's* continues to expand its lineup with a new rich and savory parmesan garlic flavor, available now in 16 oz bags, and in 5 oz bags beginning October 2024.



Dot's Homestyle Pretzels BBQ Flavor – Adding to the growing *Dot's* lineup, this new sweet and tangy barbecue flavor will be available in 5 oz bags, 16 oz bags and 32 oz bags in January 2025.



BETTER-FOR-YOU

<p>ONE Hershey's Cookies 'n' Crème and ONE Reese's Lovers – ONE is bringing favorite candy flavors to the protein bar aisle with new ONE x Hershey's Cookies 'n' Crème and ONE X Reese's Peanut Butter Lovers flavor inspired protein bars. Containing 18 grams of protein and just 3 grams of sugar, these delicious ONE Protein Bars are made with real ingredients of two iconic candies: Hershey's Cookies 'n' Crème and Reese's Peanut Butter.</p>	
<p>FULFIL Chocolate Peanut Butter made with Reese's Peanut Butter – The new FULFIL Chocolate Peanut Butter protein bar delivers an indulgent protein snack, combining the creamy, iconic taste of Reese's peanut butter with FULFIL's signature candy-like experience. The bar is available in a new 55g (1.94oz) size and is packed with 20 grams of protein, just 2 grams of sugar, and 4 grams net carbs, as well as FULFIL's core 40g (1.41oz) offering size with 15 grams of protein, 1 gram of sugar, and 3g net carbs. Available in December 2024.</p>	
<p>FULFIL Bites – FULFIL is bringing a decadent, candy-like form to the protein aisle with their new Protein Bites. Each bite has a creamy nougat center with a layer of gooey caramel all covered in chocolatey goodness. Each 1.98oz bag contains 7 bites with a total of 16g protein, 3-4g sugar, and 4g net carbs. Available in December 2024 in Chocolate Salted Caramel and Chocolate Peanut Caramel flavors.</p>	

Pricing is at the sole discretion of the retailer.