



**CONVENTION &
TRADE SHOW**

August 6-9, 2013

**Hilton Riverside Hotel
New Orleans, LA**

Welcome to the 2013 New Product Presentations



New Items Concessions 2013

NAC Convention New Orleans, LA

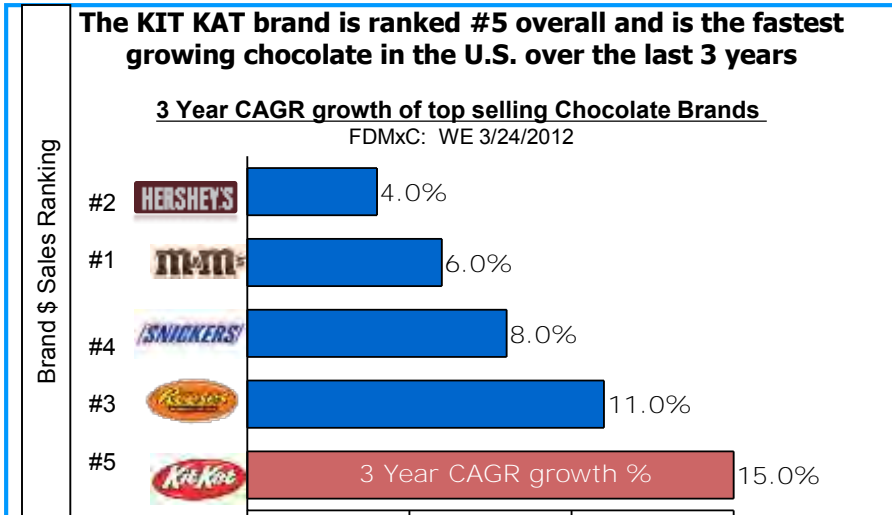
Costs referenced do not include Distributor Markup. All pricing is at the sole discretion of the Concessionaire.





Minis Momentum continues with Kit Kat Minis

First Delivery May 3rd, 2013

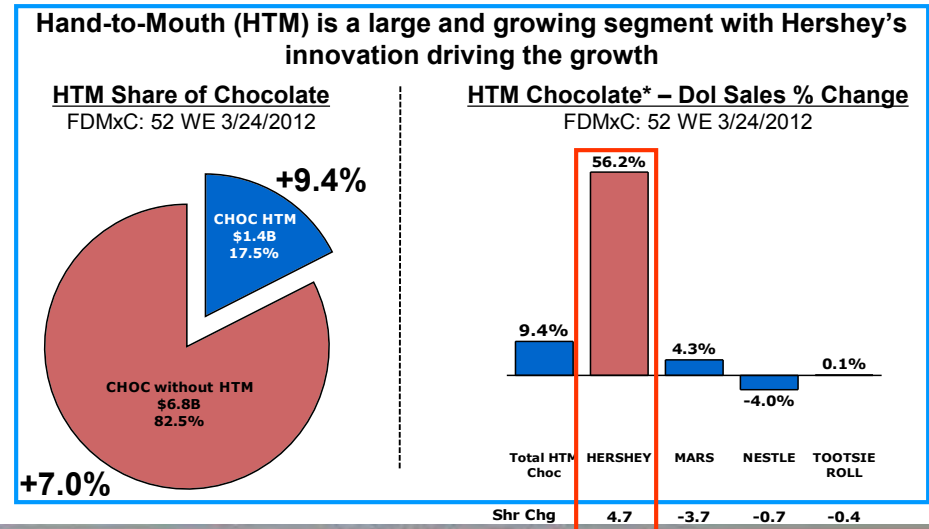


Kit Kat Minis will receive strong advertising support

- KIT KAT parent brand advertising will provide halo effect for KIT KAT Minis
- KIT KAT Minis dedicated advertising starts in July 2013
 - 89% KIT KAT target consumers will see a Core KIT KAT TV Ad an average of 33.8 times creating over **2.1 Billion TV impressions**
 - 85% KIT KAT Minis target consumers will see a KIT KAT Minis TV Ad an average of 16.7 times creating over **1 Billion TV impressions**

Kit Kat Minis will use Social Media to drive awareness

- KIT KAT parent brand will have a dedicated facebook page to communicate with the target consumers.
- KIT KAT Minis will leverage KIT KAT parent brand's facebook page to create excitement around KIT KAT Minis launch and generate awareness.



Source: Nielsen
FDMCxWM 3 yr CAGR - Mar24.12

Source: Nielsen FDMxC
HTM Chocolate includes Reese's Pieces



Kit Kat Mini King Size, 1st Delivery: 5/3/13



34000-13851

Kit Kat Mini KS, 2.2 oz./12 Ct.

4.00"HX6.00"WX5.00"D (Unit)

Sch. 3 Unit Cost: \$.99

5.738"HX3.717"WX10.445"D (Box)

Sch. 3 Box Cost: \$11.88

Suggested Price: \$3.50-\$4.00, 2 for \$6.00

HERSHEY'S

Almond
HERSHEY'S
KISSES
CHOCOLATE

Twizzlers
HERSHEY'S
BUNDLES

Reese's
MILK CHOCOLATE
HERSHEY'S
BUTTER CUPS

KitKat

HERSHEY'S
Bliss

York
Mounds

BROOKSIDE Chocolate 3oz Pouch, 1st delivery: 8/30/13



Dark Chocolate Acai with Blueberry, 3.0 oz/10ct
68437-91127 Dark Chocolate ACAI with Blueberry
5.25"H x 5.25"W x 1"D (Unit)
Sch. 3 Unit Cost: \$1.43
5.25"H x 5.0"W x 10.75"D (Case)
Sch. 3 Case Cost: \$14.30



Dark Chocolate Pomegranate, 3.0 oz/10ct
68437-91126 Dark Chocolate POMEGRANATE
5.25"H x 5.25"W x 1"D (Unit)
Sch. 3 Unit Cost: \$1.43
5.25"H x 5.0"W x 10.75"D (Case)
Sch. 3 Case Cost: \$14.30

Suggested Price: \$5.50-\$6.00, 2 for \$10.00

*Graphics subject to change

HERSHEY'S





State Fair

Mini Donuts

Cinnamon
& Sugar



Hot & Fresh



From American Licorice, Makers of Best-Selling SOUR PUNCH,

Introducing...

PUNCHIES®!



AMERICAN LICORICE COMPANY



NEW
Addition
To The
Sour Punch
Family



2oz. Count Good



3.5oz. Theater Box



14oz. Laydown Bag



5oz. Hanging Bag
COMING SOON!



Consumer Test Results

Consumers Purchase Intent

- **71%** of Sour Chewy Consumers would choose Skittles Sour®
- **81%** of Sour Chewy Consumers would choose PUNCHIES®

Candy Enthusiasts are always looking for new candies

- *Majority of IHUT participants agreed PUNCHIES® are Somewhat or Extremely Different.*
- *PUNCHIES® balanced fruit flavor was rated higher than Skittles Sour®*

Consumer IHUT for Skittles Sour® & PUNCHIES®

- 23% of Sour Chewy Consumers feel Skittles Sour® is too hard
- *Consumers across the board agree PUNCHIES® points of difference are its **soft shell** and **chewy center**.*
- 27% of Sour Chewy Consumers feel Skittles Sour® has too much coating
- *PUNCHIES® texture and chew are rated as **"just right"** and seen as a notable difference compared to other sour candies they consume.*

Consumer Test Results

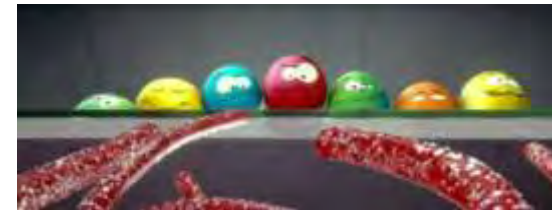
- **Personality**

- Consumers characterized the PUNCHIES® characters as being wacky, silly, highly energetic, risk takers, mischievous, but good at heart.



- **Advertising**

- Consumers agreed TV advertising is the best way to reach them.
- Many felt the PUN-CHI™ characters were memorable to the brand and expected to see them in the advertising.
- Product attributes: **sour, chewy, soft shell** should be communicated.



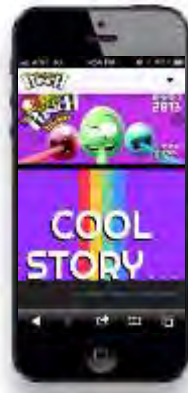
- **Packaging**

- Consumers felt the PUN-CHI™ characters were memorable and should definitely be on the packaging.
- Product attributes: **sour, chewy, soft shell** should be communicated on packaging.





Media Support



PUNCHIES® Advertising

- Bulls-eye targeting 10-15 yrs.
- National TV: Nick, Cartoon Network, etc.
- Complimentary on-line support
- Retail Promotion/In-store displays

PUNCHIES® Consumer Outreach

- Targeting 10-15+ yrs.
- Consumer sampling
- Consumer engagement, on-line game
- Consumer promotion – Back to School

2013-2014* MEDIA SUPPORT	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Punchies TV												
Consumer Events & Mobile Promos												
Sour Punch On-Line Advertising												
Sour Punch & Punchies In-Game Ads												
Sour Punch Hispanic Advertising												
Sour Punch Social Media & Facebook Advertising												

*Media plan subject to change

VAN HOLTEN'S



WWW.VANHOLTENPICKLES.COM
FOLLOW US ON FACEBOOK AT WWW.FACEBOOK.COM/PICKLEINAPOUCH

P.O. Box 66
Waterloo, WI 53594
Ph: 1.800.255.0619
Fx: 1.920.478.2316

VAN HOLTEN'S

Nationally Distributed



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VAN HOLTEN'S

Meet Our Line Up



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Waterloo, WI 53594
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Fx: 1.920.478.2316

VAN HOLTEN'S

Contact Us Today

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WWW.VANHOLTENPICKLES.COM

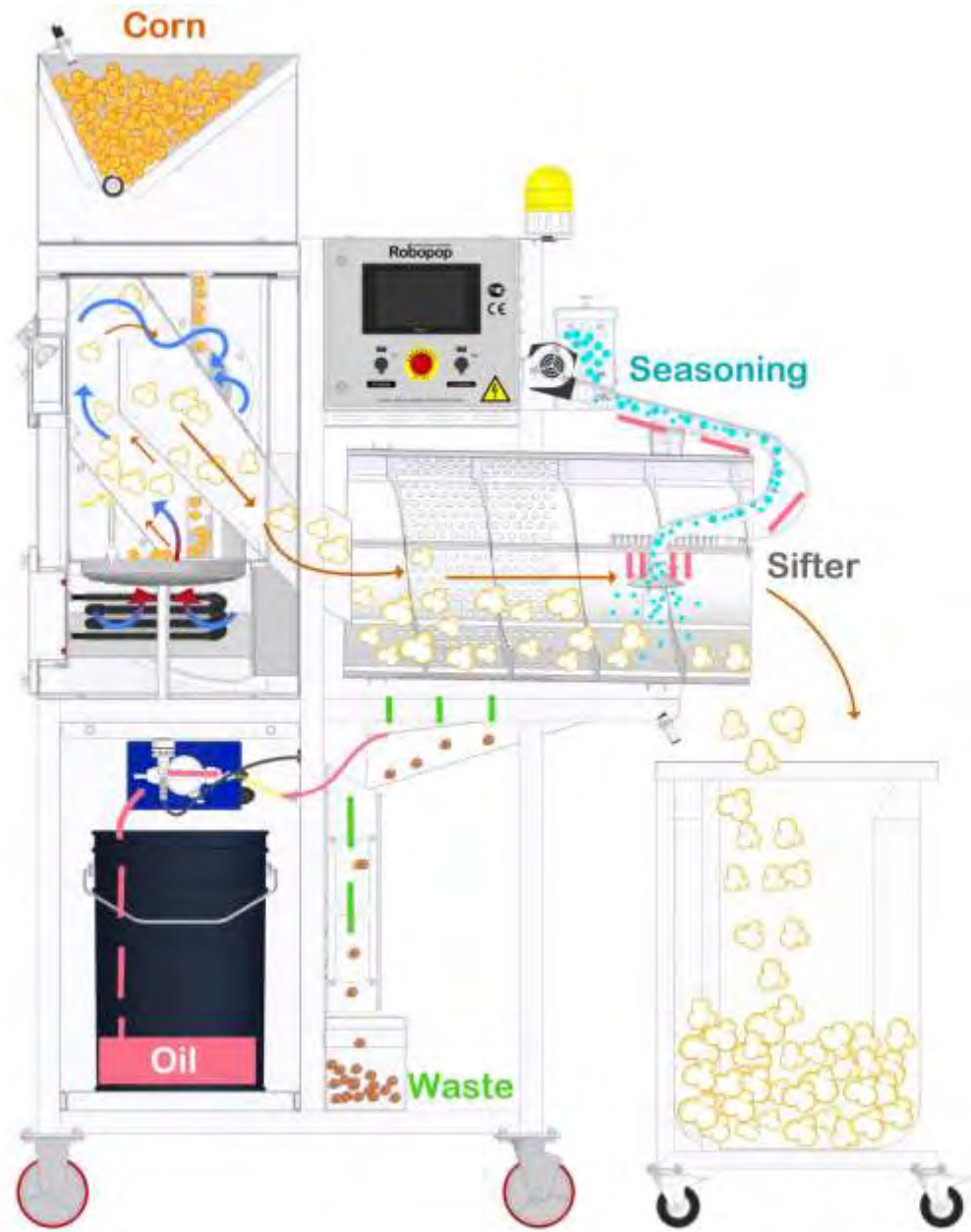
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Ph: 1.800.255.0619
Fx: 1.920.478.2316**

vortex popcorn[™] machine
Robopop[®]

NEW GENERATION OF POPCORN MACHINE IS COMING

Business Russia



Robopop family



DIET).(POP





**Porta
Brands**

**Porta
Brands**

PortaBrands - *North America*

Speedy, efficient safe service – increased sales



PortaDrink®



Patented Products from PortaBrands®, All Rights Reserved

**100%
ECO FRIENDLY**



PortaBrands - *North America*

PortaDrink

Speedy, efficient safe service – increased sales

- ☀️ One Hand Easy Carry
- ☀️ Spill Safe
- ☀️ Biodegradable/Compostable
- ☀️ Brandable, Promotional & Sponsorable
- ☀️ Of High Wet Tear Strength
- ☀️ Storage & Shipping Efficient
- ☀️ Customer Friendly Speedy Service
- ☀️ Sell More Drinks



**100%
ECO FRIENDLY**





SOUR FACE TWISTERS

SP SCHUSTER
PRODUCTS

SCHUSTER PRODUCTS

10555 West Parnell Avenue, Suite 1, Hales Corners, Wisconsin 53130
TEL: (414) 858-9282 FAX: (414) 858-9285 TOLL FREE: (888) 254-8948

FEATURES

- **CANDY IS THE THIRD LARGEST FOOD CATEGORY**
- **ANNUAL CANDY RETAIL SALES ARE OVER \$30 BILLION PER YEAR.**
- ***SOUR* CANDY CONTINUES TO BE A STRONG CANDY SUBCATEGORY.**
- **SOUR FACE TWISTERS IS AN EXCELLENT VALUE AT A PRICE POINT OF \$1.50-1.95 WITH A STRONG PROFIT MARGIN**
- **CANDY IS THE ULTIMATE IMPULSE PURCHASE**
- **CANDY IS AN AFFORDABLE “TREAT” IN TODAY’S SLUGGISH ECONOMY**



SCHUSTER PRODUCTS

10555 West Parnell Avenue, Suite 1, Hales Corners, Wisconsin 53130
TEL: (414) 858-9282 FAX: (414) 858-9285 TOLL FREE: (888) 254-8948



COUNTERTOP DISPLAY WITH AND WITHOUT CHEWING GUM

- EITHER 160 or 168 UNITS PER DISPLAY IN EITHER SOUR POWDER, SOUR BUBBLE GUM OR SOUR TAFFY
- EACH ITEM HAS LARGE VISUAL IMPACT WITH A LENGTH BETWEEN 2 AND 3 FEET
- BRIGHT IMPACTFUL GRAPHICS ATTRACT KIDS AND ADOLESCENTS TO PURCHASE



BeVZoom



Introducing...BeVzoom

- New product launched in 2013
- Revenue generating opportunities
- Walking billboard- beverage carrier with advertising and coupons/promotions



Video

- Play Video

Marketing Opportunities

- Concessionaires/Sports Teams/Event Producers/ Corporate Sponsors
- BeVzoom is completely customizable
 - Sports Teams: football, baseball, soccer, hockey
 - Team schedules
 - Special events
 - Player highlights

Superior Product Benefits

- Lightweight, durable, minerally enhanced synthetic
- Flat- easy to store and ship
- One hand carry, stability, safety, increases purchases
- Waterproof/Weatherproof
- Biodegradable
- Recyclable

BeVzoom

- For more information & pricing contact:
 - Kathy Parker
 - Juliet Mazza

- Visit our booth at Booth #316

www.bevzoom.com

877/471-0008



Original Gourmet™

2013

Lollipop Program



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Hilton Riverside Hotel
New Orleans, LA



Royal Corporation

Teams
Up
With

Pure Drain
DEFENDER™



Soda Machine Maintenance System



(1) Competition Disc Tablets

- REMOVES ALL HARD WATER MOLD
- CLEANS OUT DRAIN LINES
- ERADICATES FRUIT FLIES
- ELIMINATES FOUL ODORS
- ALL NATURAL PRODUCT
- ECO-FRIENDLY
- MAINTENANCE-FREE SLOW-RELEASING DISC



ALL BEVERAGE DISPENSERS PROMOTE THE GROWTH OF HARMFUL BACTERIA



100% Satisfaction Guaranteed



(1) 8 lb. Jar

- STRONG CLEANING AGENTS
- NO MORE SCRUBBING
- EASY AND SAFE TO USE POWDER FORMULA
- REDUCE EMPLOYEE LABOR COST
- PROLONGS MACHINE LIFE
- USED BY TOP THEATER GROUPS FOR YEARS



Give Your Customers a Germ-Free Soda

Our Soda Nozzle Cleaner Is More Efficient Than any Soap, Soda Water and, Harsh Bleaches etc.

vantiv®

Vantiv | Merchant Services



Introduction

Frank's
KRAUT



SHAKE N' SHARE

Popcorn bucket lids



Paper or Plastic

Single SKU fits both style

170 ounce International Paper or Solo buckets
(IP SFR-170)

190 or 170 ounce Berry Plastics tubs
(t811190 & t811166)

Season it
Shake it
Share it
Take it



Including or offering lids with your buckets means less mess for you, and more convenience for your customers. Giving customers the ability to take home their snack will give them something unique to come back for!

Check us out on Facebook!

- Play Video

New version

Molded to your business

- Attach Kernel Seasoning's small shakers
- Attach Cinema Scene Premium Figurines
- Insert disc advertisement aid or coupon



- BPA FREE
- RECYCLED PLASTIC
- MADE IN USA



Enhance customer's experience

Increase your profits!

Thank you please visit us at

Booth 713



COMING SOON ...

OLD VS. NEW





Sweet Bottom[®] Cookie

Grabba Sweet Bottom[™] :D



www.SweetBottomCookies.com



Stylish no-mess
dispensers!
Clean, hands-free
and timed.

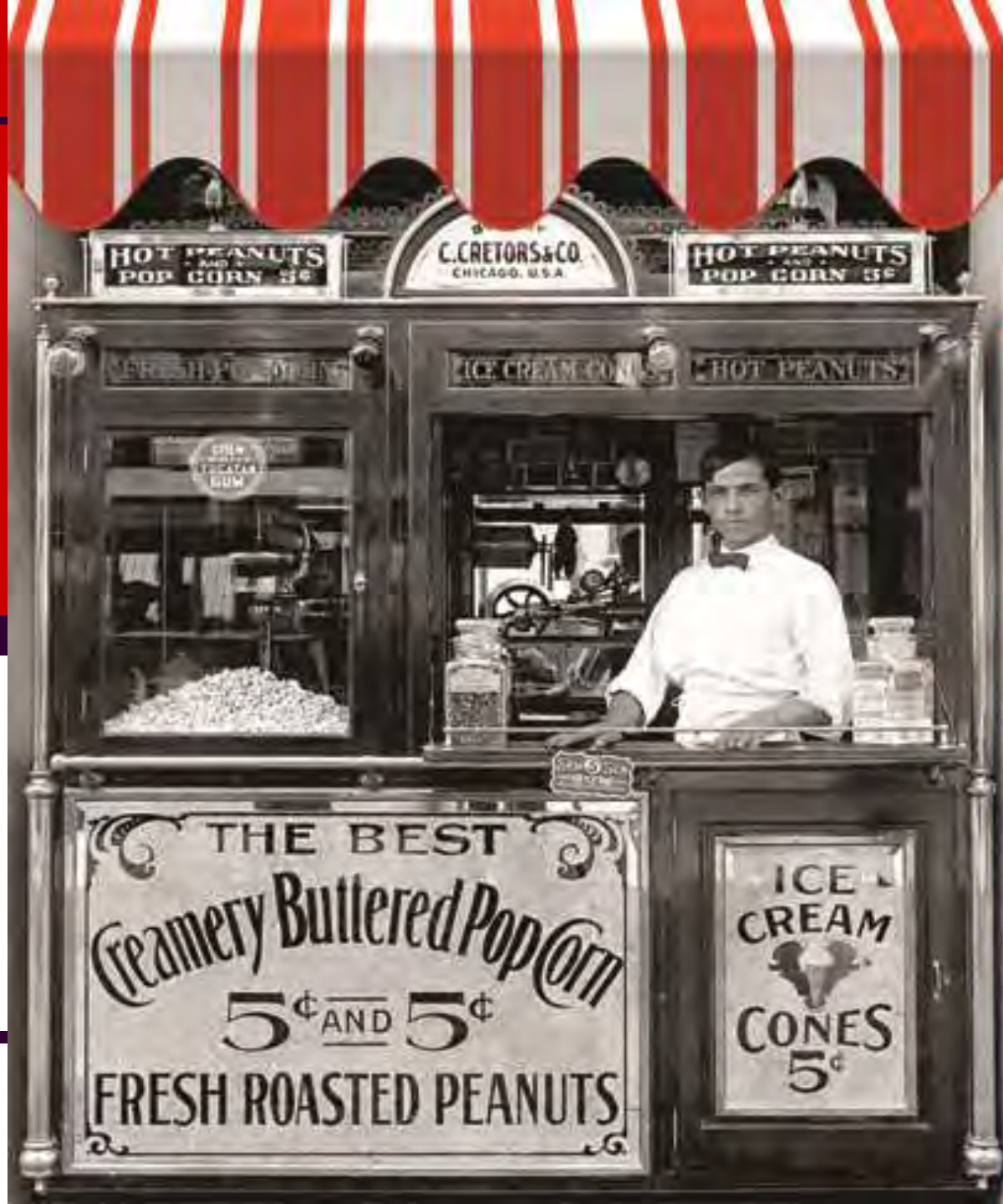
SmartSense

AUTOMATIC BUTTER DISPENSER

- Automatic Dispense start/stop (no push needed)
- UL and ULS(NSF 4) listed
- Stream flow control (adjust faster/slower disp. rate)
- Portion control (preset oil amount by disp. time)
- Portable - no drilling required
- Fits front or rear counter
- Heated steam pan holds 19lb. or 35lb. BIB
- LED lighted sign
- ADA push button
- Heat mode and dispense mode controls
- Fast & Easy Clean Up!

15.25"w x 24"d x 31.25"l, 120v, 325 watts, 2.7 amps





WE INVENTED THE
**POPCORN
MACHINE**
THEN JUST KEPT GOING

Andrew Cretors
President

Shelly J. Olesen
VP Sales & Marketing

Jeff Jones
Market Manager

Paul Tomasello
Market Manager

ANOTHER Industry First Counter Model Hot Air Popper

New

POPPI
AIR POPPED
GOURMET POPCORN

Cretors®, the originator of the popcorn machine is excited to bring you *'back to the future'* with the next generation of popping innovation. A first of its kind, Poppi is a compact industrial counter model that air pops popcorn. What's more, because the corn is air popped, no oil is used in the process, making it a healthier alternative with less mess and minimal cleanup. Compact, easy to use, versatile and powerful Poppi is at the forefront of popping innovation.

- **Healthier popping alternative**
– uses no oil
- **Easy to use & fast**
– corn is popped in about 3 minutes
- **Small footprint**
- **No mess - minimal cleanup**

PROFITABLE
Give your operation a competitive edge with Poppi.

Contact Shelly Oleson for more details:
773-433-7425
www.cretors.com

Dimensions: 18.2"D x 30.3"W x 32.9"H
Electrical: 208/240V/60HZ, 30 Amp
Export available upon request.

ESTD 1885
CRETORS
THE PEOPLE WHO INVENTED THE POPCORN MACHINE™

- Reduce Food Costs with a Healthy Alternative
- Alternative to Larger, Pricier Production Equipment.
- 12oz Capacity – Batch Popper
- Replace Smaller, Cheap (Plastic) Home Hot Air Machines.
- Digital Temperature Control
- Cretors Patented Design





Install Poppi on Your
Table and Watch the
Crowds Grow!!



Cretors **New** Nacho Warmers



Nacho Alto

- **Nacho Alto** Saves Counter Space with Vertical Design.
- Recirculating Conditioner System Keeps Product Warm & Fresh
- Adjustable Shelves



Nacho Paqueño



- **Nacho Paqueño** Provides Smaller, Affordable Product Staging.
- Heat Pad to Keep Product Warm
- Adjustable Shelves

Cretors Continues to Innovate and Accommodate

HD36 Grill & Bun Warmer



Self Serve Warmer





BUILT WITH PRIDE IN
CHICAGO
SINCE 1885
WE INVENTED
THE POPCORN MACHINE

More Information?

Visit Cretors Booth 701

THANK YOU!

Proctor Companies

New Product Demonstration for:



Company Overview



- ⊕ Allure Global is a retail enterprise software development company that provides enterprise Digital Signage (DS), enterprise Point-Of-Sale (POS) software, as well as Consumer Engagement Strategies (CES) and solutions.
- ⊕ Our mission-critical solutions impact guest experiences & customer purchasing behaviors, accelerate retail revenues, and achieve client business objectives through proven analytics and consumer engagement strategies.
- ⊕ Our solutions are deployed for more than 80 clients , representing over 2,000 installations on over 20,000 devices located in five countries.
- ⊕ Our solutions are deployed in theatre circuits, theme parks, stadiums, arenas, restaurants, airports and cultural attractions.

Transparent Digital Merchandiser

- ⊕ New innovative technology that allows retailer to uniquely promote products.
- ⊕ Transparent “see-through” monitor integrates product and animated visual marketing at Point-Of-Display.
- ⊕ Engaging and entertaining presentations can drive guest mindshare at the critical Point-Of-Decision.
- ⊕ Web enabled solution that allows retailer to remotely manage content (i.e. day-part messaging, event-based messaging).



Coca-Cola Digital Transparent Cooler

Thank You!



*Allure Global Solutions, Inc.
400 Embassy Row, Suite 200
Atlanta, GA 30328
www.allureglobal.com*



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TRADE SHOW**

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New Orleans, LA**

Thank You!

**30 Great Ideas in
90 Minutes
to start shortly!**