

Introducing

New!

SOUR PATCH Kids Berries Soft & Chewy Candy



Consumers have expressed interest in additional Sour Patch flavors through social media interactions and consumer insights testing. Sour Patch is the #1 non-chocolate, chewy, everyday, sour brand.¹ These three new SKUs leverage one of the strongest performing fruit flavor profiles², and are sure to generate trial as well as incremental sales!

Available in Three Pack sizes:
1.8 oz Single Bag
3.1oz Theater Box
7.2oz Peg Bag



 **kraft foods**

© 2011 Kraft Foods

Source: '101 Latest 52 wks ending 5/1/11

¹2010, Sour Patch Kids Soft & Chewy Candy Facebook Page Poll "Which Sour Patch Kid Flavor would you like to see next?" - 60% of mentions were for Berry flavors.