

HARE-RAISING EASTER SALES AND PROFITS...



COME FROM
Skittles
BITE SIZE CANDIES



SKITTLES Bite Size Candies:
Keeps Sales Hopping!

#1 Non-Chocolate Brand Dressed For Easter!

- Top 20 candy brand
- One of kids' and teens' favorite candy brands
- The Perfect Easter Pack!
- Colorful, seasonally designed pastel packets, ideal for Easter baskets
- Promotional Support!

Starburst
Fruit Chews



STARBURST Fruit Chews:
A New Way To Make Profits Multip

- America's Best-Selling Fruit Chew™—Now In An 8-Oz. Easter Pack!
- Fastest-growing Top 20 brand!
- Over 20% sales growth in 1997!
- Good News For Easter Baskets!
- 48 pieces individually wrapped in seasonal, pastel-colored designs.
- Real fruit juice makes STARBURST™ Fruit Chews a great Easter treat.
- Heavy Advertising and Promotional Support!
- One coupon on every Easter pack opens more sales and repeat purchases.

Sportacular

Sportacular Phase I
February-May Singles
Starburst & Skittles
Fruit Chews BITE SIZE CANDIES

WORLD SERIES SALES GAME

Starburst Skittles

HOME OF THE
ALL-STARS
Starburst Skittles
Fruit Chews BITE SIZE CANDIES

WIN GREAT PRIZES AND MAKE GRAND SLAM SALES!

Starburst
Fruit Chews BITE SIZE CANDIES

Skittles
Fruit Skittles BITE SIZE CANDIES