

Press Release

Contact: XXXX
Tootsie Roll Industries, Inc.
7401 S. Cicero Ave.
Chicago, IL 60629
(XXX) XXX-XXXX

New Sour DOTS Tap into Strong Candy Segment

Chicago, IL – Tootsie Roll Industries is pleased to introduce the latest addition to the DOTS Family: Sour DOTS! This gumdrop is not for the faint of heart; with five tangy-sweet flavors – grape, lemon, orange, cherry and green apple – these DOTS bite back!

Sour DOTS appeals to the highly desirable kids/tweens/young adults market. In fact, the top five sour brands experienced double-digit growth in 2009. Packaged in a fun 7-oz. box designed with lighthearted sour cues, reclosable DOT Drop Dispenser, and DOTS Fun Spot on the back, this product entertains long after the last gumdrop is gone!

For consumer confidence, Sour DOTS are clearly labeled as kosher and nut-, egg- and gluten-free. They ship in 12-count display-ready cases (Item #85006) or in a colorful, pre-packed shipper (measuring 18.75" x 15.25" x 51") that will tempt candy lovers with 24 each of Sour DOTS, Original DOTS and Tropical DOTS (Item #85098). The suggested individual retail price for each 7-oz. box is \$X.

Tap into the growing sour candy segment. Contact your local Tootsie Roll Sales Representative for more information and to place your order today!

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Three New Flavors Offer More Frooties Fun

Chicago, IL – Tootsie Roll Industries now gives candy lovers more fun with three exhilarating new Frooties flavors – refreshing Root Beer, scrumptious Strawberry Lemonade and crisp Cranberry Blueberry! These soon-to-be favorite flavors join an already sweet Frooties family that includes Grape, Strawberry, Fruit Punch, Green Apple, Blue Raspberry and Watermelon.

The three new Frooties products are conveniently packaged in handy stand-up pouches with resealable tops, so countertops stay neat and tidy. The bright package design conveys whimsical flavor cues for ease of consumer recognition on crowded store shelves. Pouches are clearly labeled as kosher and nut-, egg- and gluten-free for consumer confidence. Each 38.8-oz pouch contains 360 pieces of delicious Frooties.

This product ships in 12-count display-ready cases (Root Beer: Item #7851; Strawberry Lemonade: Item #7852; Cranberry Blueberry: Item #7853). Pouches sell for a Suggested Retail Price of \$X.

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New Shipper Gives Giant Tootsie Roll Flavor for Just \$1

Chicago, IL – Tootsie Roll Industries knows that candy lovers appreciate the value of a dollar. Now, that dollar goes a little further with a new shipper display that offers Giant Tootsie Rolls with a special 2 for \$1 price and package! Each individual candy 2-pack is clearly labeled with the \$1 special price. With great taste and great value, Tootsie Roll gives aficionados more reasons to adore this #1 selling chewy chocolate candy!

Vendors can't go wrong with two delectable choices: Item #2934 presents consumers with three trays of chocolate Giant Tootsie Rolls, while Item #2936 gives consumers a mouth-watering mix of chocolate and vanilla Giant Tootsie Rolls. Each 120-count shipper measures 14" x 13" x 53" when assembled.

For more information and to place your order, contact your local Tootsie Roll Sales Representative today!

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