

Introducing Our New Sour Patch[†] Kids



When we wanted a new package for Sour Patch[†] Kids...we went right to the source. It's true, teens not only love the candy, they helped create the package! Sour Patch Kids has a new look, a bolder, more colorful package and a kid-tested presentation. It's designed by and for the tweens and teens who love the instant burst of sour followed by the fabulous rush of sweet. Sour Patch Kids are like two candies in one, giving the world's most discerning candy customers an unsurpassed taste experience.

Sour Patch[†] Kids Soft & Chewy Candy...It's like 2 candies in 1!

AICP

62 Bethpage Road, Hicksville, New York 11801 800-401-2427 Fax 516-681-3362

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