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Best Candy & Snack Products In 2010

Tampa, FL — The top candy and snack products in 2010 have been honored by the National Confectionery Sales Association.

In the Chocolate category, the winner was Pretzel M&M's, from Mars Chocolate North America. Four other products received NCSA Outstanding Achievement Certificates — Kit Kat Dark and Reese's Peanut Butter Cup Minis, from The Hershey Co., Werther's Original Caramel Chocolates, from Storck USA, L.P., and Wonka Exceptionals Chocolate Bars, from Nestlé USA, Inc.

The winner in the Licensed/Limited Edition category was Ritter Sport Milk Chocolate with Strawberry Creme, from Euro-American Brands, LLC., and NCSA Outstanding Achievement Certificates were awarded to Crystal Light Sugarfree Chewy Candy, from Sorbee International, Inc.; Icee Squeeze Candy, by Koko's Confectionery & Novelty; NCAA Pez Candy and Dispenser, from PEZ Candy Inc.; and Scooby Doo Candy Fan, from CandyRific, LLC.

Trident Layers from Cadbury North America won the Non-Chocolate Category, and Organic Lollipops, from YummyEarth, Inc.; Jolly Rancher Awesome Twosome Chews, from The Hershey Co.; Quench X Sugar Free Gum, from Mueller Sports Medicine, Inc.; and Black Forest Juicy Oozers Wild Gummi Bears from Ferrara Pan Candy Co., Inc. won NCSA Outstanding Achievement Certificates.

The Premium/Gourmet award went to Duets, from The Madelaine Chocolate Co. NCSA Outstanding Achievement Certificates were awarded to Nutffles, Morris National, Inc.; Gourmet Caramel Creams, from Goetze's Candy Co., Inc.; Extra Dark Seashells, from Guylian USA, Inc.; The Woodward Collection, from Sanders Candy.

In the Snacks category, the winner was Riceworks, by Shearer's Foods, Inc., with Duke's Jim Beam Bourbon Glaze Steak Strips, by Thanasi Foods; Veggie Straws, by Hain Gourmet, Inc.; Premium Organic Popcorn, from 479 (Degree) Popcorn; Gluten-Free Pretzel Sticks, from Snyder's of Hanover, Inc. gaining NCSA Outstanding Achievement Certificates.

Chocolate Covered Peeps, from Just Born, Inc., won in the Seasonal category, and NCSA Outstanding Achievement Certificates were awarded to Big Binks, by R. M. Palmer Co.; Holiday Lindor Truffles, by Lindt & Sprüngli (USA), Inc; Cookies 'n' Creme Eggs, by The Hershey Co.; Peppermint Nonpareils, by Asher's Chocolates.

The crystal awards and certificates were presented at a glittering, black-tie presentation in Tampa, FL, attended by more than 200 confectionery and snack industry leaders at the NCSA's annual general meeting.

NCSA President Alastair Northway says: "The awards attracted a fantastic array of confectionery and snack products, and the honored items are a testament to the continuing success and innovation in the industry."

"Product introductions are a driving force in the candy and snack industry, and we were delighted to honor companies that value innovation, research and development with awards recognizing their hard work," he adds.

For further details on the NCSA and the New Product Awards, please visit candyhalloffame.org.

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About the National Confectionery Sales Association

The National Confectionery Sales Association, formed in 1899, is dedicated to furthering positive growth and acceptance of confectionery products, and recognizing the achievements of category leaders from all sectors of the international industry. Along with the annual New Product Awards, the association also administers the Candy Hall of Fame, which was founded in 1971 and recognizes lifetime career achievements in the confectionery industry. Induction into the Candy Hall of Fame is based on dedication to the overall betterment of the industry.