



PRESS RELEASE

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NOMINATE 2011'S TOP PRODUCTS

CLEVELAND — Nominate your choice for 2011's top new products in six categories in the National Confectionery Sales Association's (NCSA) annual New Product Awards.

Using nomination forms available at www.candyhalloffame.org, choose the best products in six categories: Chocolate, Licensed/Limited Edition, Non-Chocolate, Premium/Gourmet, Snacks, and Seasonal.

To be eligible, new products must have been at retail for at least six months and have national distribution. Past winners are not eligible and nominations must be received by July 22.

Industry experts will review nominated products and select five finalists and one winner in each category. Winners will receive crystal trophies at the NCSA's annual meeting and Candy Hall of Fame event on Saturday, October 15, at the Renaissance Tampa Hotel International Plaza, while finalists will be recognized with certificates of achievement.

Further, gift bags filled with samples of all the nominated products will be distributed to attendees.

NCSA President Alastair Northway says: "Product introductions are a driving force in the candy and snack industry, and we are delighted to honor companies that value innovation, research and development with awards recognizing their hard work."

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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. The Candy Hall of Fame was founded in 1971, and recognizes lifetime career achievements in the confectionery industry, with induction based on dedication to the overall betterment of the industry.