

# Conjuring a taste of summer

With no major 'sweet holidays' during the summer months, brands have taken the opportunity to drive excitement around limited edition summer collections.

Some have taken inspiration from ice cream flavours and summer fruits, some have tapped into nostalgia aiming to evoke memories of carnivals, beach holidays and camp fires, while others have used favourite holiday destinations as a theme. Lucy Beverley of Leatherhead Food Research reports.

**Looking first at UK launches,** HARIBO Summer Frenzy returns for a third year with new, limited edition flavour twists of Starmix and Tangfastics. Celebrating summer fruits, Starmix Berry Flavours includes a blueberry flavoured bear, a strawberry flavoured egg, a pomegranate & cranberry bottle, and a cherry flavoured purple heart. Adding an extra fizz to the excitement, Tangfastics Ice Cream & Sorbet includes a rhubarb & custard ice cream flavoured cherry and a peach & guava sorbet flavoured dummy.



**The makers of** Fox's Glacier Mints have turned to the nation's favourite ice cream flavours for inspiration in its limited edition Fox's Ice Cream Favourites. Each bag contains a mix of raspberry



ripple, strawberry cream, rum & raisin and banana flavoured sweets, which the brand hopes will bring back memories of people choosing their favourite flavour at a beach-side ice cream hut.

**M&S has also** been inspired by ice cream in these new Gelato Truffles – white, milk and dark chocolates



with assorted fillings of mocha, lemon, strawberry & vanilla, pistachio, cherry & amaretto and peach melba. The truffles form part of this year's Spirit of Summer range, which has been inspired by The Med. Other confectionery products in the extensive range include Prosecco Jellies, Peach Bellini Truffles, Lemon & Rose Turkish Delight and Summer Fudge.

**Heading over to** the USA, Hershey has launched a series of holiday destination-themed products for summer



2017. Called the 'Flavours of America', the collection includes some of the company's power brands including Hershey's Cherry Cheesecake bar (Flavour of New York). Here we picture KitKat Strawberry Crisp Wafers in Strawberry Crème (Flavour of California).

**Staying in the** USA, Dum-Dums have launched their limited edition Summer-time Favorites Lollipops. Injecting fun into the summer and evoking memories of carnivals and campfires, the eight warm-weather flavours include lemon shake-up, caramel apple, cotton candy, peach-tea, s'mores, and funnel cake.



**Back to Europe.** In Austria Lindt has launch a limited edition assortment of Mini Ice Cream Pralines, which it recommends is enjoyed chilled. The assortment comprises four varieties: fine white chocolate with refreshing exotic coconut filling; fine whole milk chocolate with creamy tiramisu filling; fine white chocolate with fruity spaghetti ice cream style filling.



**In Germany,** Lindt Hello has added Lemon Cheesecake flavour to its Summer Edition range of bars. Available in both a 100g bar and 39g stick, the new flavour features whole milk chocolate with a filling of lemon crème and crispy biscuit pieces.



**Rounding off this** column, Ritter Sport has added two new flavours to its limited edition summer-variety range in a number of countries worldwide. Pink Grapefruit features crunchy white chocolate which coats fruity crisps of pink grapefruit; whilst Cocoa Crème takes inspiration from ice cream and contains a creamy chocolate filling with crunchy chocolate flakes.

