

Sinking teeth into Halloween

Halloween is big business for the confectionery industry, with most companies launching limited edition seasonal variants. Lucy Beverley of Leatherhead Food Research takes a look at some of the new launches hoping to take a bite of the Halloween market

In the UK, Haribo Scaremix and Tangfasticks return for a second year with new look packaging and a flavour makeover. Within Scaremix, the Star-mix Haribo Egg has become a toffee apple eyeball, the heart has taken on new spooky colours with blackcurrant and bubblegum flavours, and new to the mix are boo bears, Dracula rings and a blood orange brew bottle. Consumers will need to watch out with Tangfasticks as the naughty and nice bag contains tricks as well as treats. Each bag contains standard tangy pieces as well as hot and super-sour ones.



Ferrero has given its Kinder Chocobons a monster makeover. The Halloween-themed packs contain individually wrapped bite-sized chocolates, ideal for trick or treaters.



Mondelez's 2017 Halloween range sees the addition of Maynards Bassetts Creepy Chews – a 400g bag of individually wrapped sweets with soft orange and strawberry flavoured centres. The three-strong range also includes Cadbury Ghost Egg and Cadbury Crunchy Spider.



Wrigley's has also extended its seasonal range of spooky treats. New to 2017 is a funsize pack of Skittles Darkside, which contains five seasonal flavours (forbidden fruit, midnight lime, blood orange, pomegranate and dark berry). Skittles Fruits and Sours Tubs have also been rolled out across all retail outlets following a trial last year. In addition, Skittles Darkside pouches and Starburst 'Trick or Treat' sharing bags return for a limited period.



Marks & Spencer has spooked up its sweets range ready for trick or treating. New to the 2017 range are Freaky Frogs (orange, apple and raspberry flavour jelly sweets), Zombie Owls (lime & blackcurrant flavour jelly sweets) and Lemon & S-Lime Popcorn. Percy Pigs have also had a makeover, becoming Pumpkin Percy for a limited time.



The Meaningful Chocolate Company has launched a new Meaningful Treat Pack for Halloween 2017. Inside each pack is a bag of Swiss Fairtrade chocolate buttons and an activity poster containing eight challenges using the themes of good winning over bad and light over darkness. Amongst the challenges are a national hero competition with a prize and a challenge to give a

treat to someone less well off by donating to a children's charity.



Over in the USA, Peeps has branched out from its classic chicks with marshmallow Spooky Cats for Halloween 2017. Each case contains four cats.



Rounding off this month's column, Mars Chocolate North America has launched a collection of new items, alongside returning seasonal favourites. New items include: M&M'S® Brand White Pumpkin Pie Candies and a Spooky Chocolate Variety Mix which includes four Mars Chocolate brands with a seasonally relevant twist – Snickers XScream, Milky Way Midnight Madness, M&M'S Costume Award Mix and Milky Way SCAREamel. Tapping into the decorating and treating trend, the company has also launched DOVE Silky Smooth Chocolate Ghosts and M&M's FUN SIZE Pretzel & Crispy Chocolate Candies Medium Variety Bag.

