

**March 11, 2010**

**CANDYMAIL PRESENTS! ...**

*The First in a Series of Articles by Marketing Experts*

Designed exclusively for **CANDYMAIL** advertisers to share their thoughts, this feature poses questions and answers to marketing experts to learn how they grow confectionery success.

Our debut article spotlights **John Dondero, VP, Centerchem, Inc.**, whose passion for the confectionery industry helps drive sales for the company. When asked what drew him to the confectionery industry, John states: "I've been in it so long I don't remember! But what's kept me in it are the people that I've had the pleasure of working with along the way."

His extensive resume prior to Centerchem includes several years each at Wilbur Chocolate, and Henry Heide, Inc.

**CANDYMAIL:** What new products are you introducing?

**JOHN:** We have a new higher strength invertase that is now available – Maxinvert L15,000 – that can be used in cherry cordials, truffles and other soft confectionery. In addition, we are now supplying enzymes for the fruit and juice industry and quinine salts to the beverage market.

**CANDYMAIL:** Do you foresee stronger sales trends in any of your existing products for confectionery?

**JOHN:** Sales in the last half of 2009 increased over the same time frame in the prior year. We expect that trend to continue in 2010, particularly in the panned confections segment. The products that we offer to the panned chocolate industry are ready-to-use polishes and glazes that, combined, provide a high gloss shine to the product surface while increasing its resistance to heat and humidity. Capol 120 and 153D would be examples of a system for products like chocolate coated nuts and fruits.

**CANDYMAIL:** Does Centerchem view the confectionery and chocolate industry as steady, or increasing? How do you see this industry as part of your corporate focus?

**JOHN:** The confectionery industry has traditionally been a strength for Centerchem's overall business and will remain a major focus of our corporate strategy into the future. What we've seen over the last 18 months is a refocusing on traditional core products, with a slight weakening of premium items. We expect to see the premium sector return to favor by late 2010.

**CANDYMAIL:** How do you see the beverage and snack industries as changing?

**JOHN:** We are really just starting to become active in these markets, but do see them as a key area of our company's growth in the future. One trend that is perhaps too early to predict is the transition from HFCS to sucrose and invert syrups.

**CANDYMAIL:** In which industry events will Centerchem participate this year?

**JOHN:** PMCA, NCA, AACT, IFT and many local and regional trade shows.

**CANDYMAIL:** How does your beautiful Web site help with sales of product (readers can connect via the link below)?

**JOHN:** We are actually in the process of updating our Web site to include new product offerings and information, while enhancing user interface. [It] should act as a complement to our sales force. However there is no substitute for the technical service that our salespeople and customer support personnel offer!

**CANDYMAIL:** What are some of your personal goals for 2010?

**JOHN:** Helping my daughter get through her first year of college!

**CANDYMAIL:** What activities do you pursue in your leisure time?

**JOHN:** I'm an avid skier and spend as much time as possible on the mountain. I also enjoy supporting my local teams (Jets, Yankees) and attending my [two] daughters' lacrosse and soccer games.

**CANDYMAIL:** Since we're talking here through the digital medium of email, do you personally like to use social media such as Facebook, LinkedIn, or Twitter?

**JOHN:** I am on LinkedIn, but do not really use it at this point.

**Thanks for tuning in ... As always, feedback is most welcome. Readers may contact John at [dondero@centerchem.com](mailto:dondero@centerchem.com); or visit [www.centerchem.com](http://www.centerchem.com)**

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