

May 29, 2009

Good morning, and thanks for tuning in to CANDYMAIL, your email newsletter with news about the confectionery and chocolate industry . . . www.patmagee.com.

IT'S ALWAYS FUN . . . Talking to people walking the show floor to catch up with news that hasn't hit print . . . Registration at the **National Confectioners Association's** (NCA) All Candy Expo, May 19-21 in Chicago, was reported to be up 6%, and there was quite a buzz during the first two days . . . Exhibitors said buyer quality was great although they thought attendance actually dipped from prior years . . . All-in-all it was a good expo with new products, merchandising ideas, and friendly competitors . . . Candy is still up, although there "will be winners, and there will be losers," according to food industry analyst Harry Blazer, of The NPD Group, during his keynote: "Eating Patterns in America" . . . And chocolate in all its iterations remains trendy according to Fritz Knipschildt, Master Chef, Knipschildt Chocolatier, during the "Chocolate – Beyond Dessert" presentation and chocolate luncheon, sponsored by the NCA's Chocolate Council . . .



Peter Blommer, Blommer Chocolate Company, Chairman, NCA's Chocolate Council (left), introduces Fritz Knipschildt, Master Chef, Knipschildt Chocolatier, who spoke on "Chocolate – Beyond Dessert," at the NCA's All Candy Expo. . . Bliss sign in background reveals Hershey Chocolate Co.'s sponsorship of the Candy Time Today presentation room -- and treats on tables.

"Sweets & Snacks Expo," the renamed All Candy Expo, will take place May 25-27, 2010, at Chicago's McCormick Place West.

CONGRATULATIONS . . . To Melvin Gordon, Chairman, Tootsie Roll Industries, recipient of the 64th annual **CANDY INDUSTRY Kettle Award**. . . Gordon was honored with the industry's "Oscar," during the festive Kettle Award Reception last week at the Intercontinental Hotel, Chicago . . . Upon receiving the Kettle, Gordon in turn, honored the large crowd by saying: "The magic of candy is second to none, and can make us all proud". . . He acknowledged "everyone in the industry for their contributions to make it what it is today" . . . Please visit www.candyindustry.com.

MEDIA REVOLUTION OR EVOLUTION? . . .Upcoming changes in confectionery product and technology media are interesting and reflective of the Fourth Estate. . . In Yours Truly's humble opinion, there will always be newspapers and magazine properties, although they will change the makeup on their faces to fit the fashion of the day . . . Did you know – the Internet is mostly written in the English language? . . . Web sites and e-newsletters will not take over the world's news media, although some may wish it to happen, so human hands don't get dirty when eyes want to read . . . Personally, I love the smell of news print in the morning.

COMING EVENTS UPDATE . . . Retail Confectioners International's (RCI) 89th Annual Convention and Industry Exposition kicks off June 8-12, at Hyatt Regency Dearborn (MI). . . We're looking forward to perhaps seeing you at the show for all the news that fits in CANDYMAIL, and hip hop to a live local jazz band and Motown band (our favorite music formats) at the annual awards presentation, banquet, and president's dinner on the Friday night . . . for info please visit www.retailconfectioners.org. . . RCI says, "Call us if there's something that's holding you back from attending."

THANKS FOR TUNING IN to CANDYMAIL's semi-monthly email newsletter. . . If you don't wish to receive, reply "please remove."

Yours Truly,

Pat Magee, Publisher/Editor; and Susan Tiffany, Contributing Editor.