



Confection

2026



Confection Insights



- GLP-1 users still purchase confection but are more intentional about treating and portion control.
- Shoppers are seeking balance rather than eliminating indulgence.
- Confection remains resilient despite broader consumer spending pressure.
- The K-shaped economy is driving polarization, with value-seeking and premium shoppers growing simultaneously.
- Premium, unique, and experiential products continue to win with higher-income shoppers.
- SNAP and WIC policy changes could create headwinds for some confection purchases among budget-constrained consumers.
- Valentine's Day and Super Bowl occurring on the same day creates a unique seasonal selling opportunity.
- International flavors continue gaining consumer interest.
- Influencer-driven products and social media trends are accelerating trial.
- "Swicy" (sweet + spicy) remains one of the fastest-growing flavor trends.
- Sharing formats and permissible indulgence continue to perform well with families and social occasions.

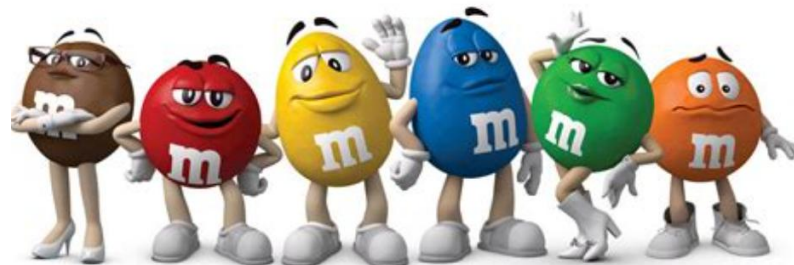
Confection Suppliers

Top Suppliers in Attendance for '26---NEW ITEMS/GREAT PROMOTIONS

Hershey
Perfetti Van Melle
Morinaga
PIM
Tootsie/Charms
American Licorice
Kenny's Candy
Spangler
Mondelez-Ricolino
The Foreign Candy Company
AWAKE-NEW

Mars Snacking
Mondelez
Haribo
Candy Dynamics
pladis/Demet's
Amos Sweets
Feastables
Frankford
Exclusive Brands—**Novelty**
Flix Candy (Imaginations 3)

Ferrara
Ferrero
Lindt
Albanese
Just Born
Goetze's
efruitti-**NEW**
Katje's
Atkinson Candy
Galerie-**NEW**



Engage VIRTUAL Deals



Engage LIVE Deals



22%
DEAL



13%
DEAL



7%
DEAL



12%
DEAL



11%
DEAL



12%
DEAL



MARS SNACKING



M&M's® Dark Pretzel Share Size
2.83oz. 24 Count - 6 Case
McLane UIN# 088734
ZREP: 617589
Item UPC: 0-40000-65226-7
Case UCC: 100-40000-65228-8
First Delivery: 2-15-2027



Starburst® Fruit Creme Share
3.45oz 24 Count 6 Case
McLane UIN# 057264
ZREP: 614774
Item UPC: 0-22000-33504-3
Case UCC: 100-22000-33506-4
First Delivery: 8-24-2026



Snickers® Almond Xtreme Share
3.1oz 24 Count - 6 Case
McLane UIN# 084684
ZREP: 612792
Item UPC: 0-40000-64847-5
Case UCC: 100-40000-64845-8
First Delivery: 12-7-2026



Skittles® Pop'd Berry SUP
5.5oz 8 Case
McLane UIN# 057254
ZREP: 611320
Item UPC: 0-22000-33372-8
Case UCC: 100-22000-33373-2
First Delivery: 8-24-2026



3Musketeers® Smores Share
2.26oz 24 Count - 6 Case
McLane UIN# 088574
ZREP: 616707
Item UPC: 0-40000-65127-7
Case UCC: 100-40000-65129-8
First Delivery: 12-14-2026



Combos® Honey Sriracha
6.3oz 12 Case
McLane UIN# 088774
ZREP: 617219
Item UPC: 0-41419-80011-9
Case UCC: 100-41419-80012-3
First Delivery: 12-14-2026



Twix® Frosted Cookie Share
2.72oz 20count- 6 Case
McLane UIN# 088554
ZREP: 616604
Item UPC: 0-40000-65111-6
Case UCC: 100-40000-65113-7
First Delivery: 12-14-2026



Skittles® Gummies Fuego Tropical
5.8oz 12 Case
McLane UIN# 057274
ZREP: 615059
Item UPC: 0-22000-33519-7
Case UCC: 100-22000-33520-0
First Delivery: 8-24-2026



2026 McLane Engage

Engage Live Super Bowl 134ct Display	Engage Live Gummies Peg Bundle	Engage Live Gummies Peg Bundle
Save \$45.00	Buy 4 Save \$10.00	Buy 4 Save \$10.00
Mixed Super Bowl 134ct DS 24ct Snickers® Almond Xtreme Share 48ct Snickers® Share 18ct Snickers® Peanut Butter Share 24ct Snickers® Pecan Share 20ct Twix® Frosted Cookie Share  Cost: \$249.24 Allowance: \$45.00 = 18% Unit Cost: \$1.52 Ship Dates: 12/14/2026 - 1/8/2027 	    Cost: \$82.08 Allowance: \$10.00 = 12% Unit Cost: \$1.50 Ship Dates: 12/14/26 - 1/8/2027 	Orbit® Fruit Mix Singles 72ct   12ct Orbit® Peppermint 24ct Orbit® Mango Mint 12ct Orbit® Peach Mint Cost: \$77.04 Allowance: \$10.00 = 13% Unit Cost: \$.93 Ship Dates: 12/21/2026 - 1/15/2027 



Ferrero Blockbuster Activations – McLane Engage

SAVE
20%

FALL/WINTER 2026

SUPER BOWL 2027

SUMMER 2027



BF Share Size 54ct
Salted Caramel/BF
Reg/Crunch
AUG-SEP
UIN: 878387
20% OFF SAVE: \$20.09



Kinder Joy 48 ct
APR - TBD
UIN: 849377
20% OFF SAVE: \$15.17



Rocher 3pc Mixed 36 ct
SEP-NOV
UIN: 55184
20% OFF SAVE: \$10.87



Bueno Singles 30 ct
NOV - FEB
UIN: 248957
20% OFF SAVE: \$6.48



Nutella Biscuits 45 ct
OCT-JAN
UIN: TBD
20% OFF SAVE: \$8.37



Marvel - FMC/Kinder 60ct
NOV - FEB
UIN: TBD
20% OFF SAVE:

Ferrara Big Bets Brands/Items that will be on Focus Displays

Ferrara.



SPICY CRAWLERS

8/1 LAUNCH



NERDS Gummy Clusters Cherry Lemonade

8/1 LAUNCH



LEMONHEAD GUMMIES

11/1 LAUNCH



NERDS UNLEASHED MYSTERY CUP

1/1 LAUNCH

Ferrara. |

Top 5 Core Displays for Engage



Ferrara.

TROLI SPICY MED PEG
72 CT
SPICY LAUNCH
3 FLAVOR
SEPT - DEC



Save
\$ 19.30



MED PEG FS 72 CT. SBC 18, VB 9, SPICY 27, Peachie O's 9, Fruit Punch 9

TROLI SPICY MED
PEG 72 CT
SPICY LAUNCH
5 FLAVOR
SEPT - DEC



Save
\$19.30

MED PEG FS 72 CT. NGC Cherry Lemon 18, MED PEG FS 72 CT. SBC 18, VB 9, SPICY 27, Peachie O's 9, Rainbow 18, VB 18, Juicy 18

NERDS GUMMY
CLUSTER MED PEG
72 CT
SUPERBOWL
Nov- Feb



Save
\$ 28.00



Fruit Punch 9

NERDS GUMMY
CLUSTER 4
FLAVOR CTOP
SHARE 48 CT

Save
\$ 16.30



NGC SHARE PK CTIP. Rainbow 12, VB 12, Stw Punch 12, Cherry Lemonade 12

NERDS UNLEASHED
28 CT
CANDY AND TOY
Jan - March



Save
\$ 15.50



Nerds Unleashed Mystery Cup

Katjes
vegan

PRODUCT UPDATE: WE ARE READY TO DROP



SOURPUSS

- FIRST PRODUCT CREATED WITH JAKE SHANE
- INTRODUCTION OF ICONIC OCTOPUS CHARACTER
- GOES THROUGH ALL THE FEELS: HAPPY, SAD, ANXIOUS
- SOUR FOAM GUMMY WITH CHERRY, RASPBERRY & BLUE RASPBERRY FLAVOR



**GEN Z FAVORITE CREATOR
WILL SUPPORT & DRIVE SALES**



**Save
10%**

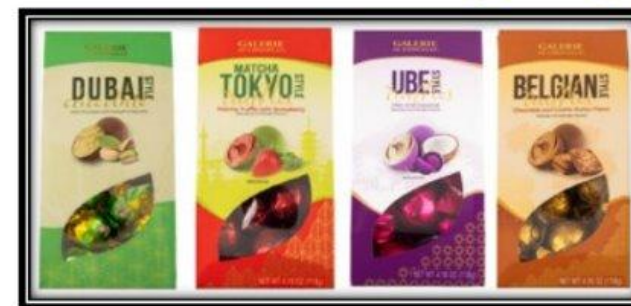


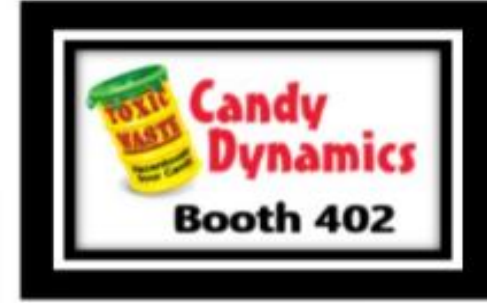
**Save
15%**



**Save
13%**

**Save
20%**





LIVE & VIRTUAL SHOWS



**10% off open stock WW 15% open Stock Sweet
Chaos for both Live & Virtual Tradeshows
15% off Shippers**

Wiley
Wallaby
DUOS



Wiley
Wallaby
Minis



Wiley
Wallaby



**15% off Live Show & 10% off
Virtual Show**



TastySounds



LIVE & VIRTUAL SHOWS



15% off Open Stock & Displays for both Live & Virtual Tradeshows



**10% off Open Stock Live Show only
\$13.93 Off both 72ct displays**



Welch's®
Fruit Snacks
72ct Shipper

