JUNE IS
national candy month
UNWRAP THE POTENTIAL
Chocolate, candy, gum and mints are a $36.7 BILLION INDUSTRY and the 5th LARGEST center-store food category across all channels of trade.

Source: Euromonitor 2020
$500M Incremental Sales Opportunity

Source: IRI, Memorial Day – Labor Day 2020
NATIONAL CANDY MONTH started as a successful test pilot in 2020 in 576 RETAIL STORES.
Coborn’s promoted **NATIONAL CANDY MONTH** in 2020 with FSIs, samplings, displays, social media and giveaways.

**RESULTS:**

+38% **INCREMENTAL LIFT FOR THE CATEGORY**
Hy-Vee promoted **NATIONAL CANDY MONTH** in 2020 with weekly print ads, themed weeks, social media promotion and secondary displays.

**RESULTS:** COMPARABLE TO A SMALLER, ESTABLISHED HOLIDAY
TravelCenters of America promoted **NATIONAL CANDY MONTH** in 2020 with local radio ads, social media, POS signing, store contests for best display and featured sales.

**RESULTS: POSITIVE IMPACT**
(even with limited travel during pandemic)
GET STARTED!

Contact lynn.wylie@candyusa.com to get started or visit CandyUSA.com/NCM.
National Candy Month Has Grown!

2020
576 Retail Rooftops

2021
31,000+ Stores
Non-chocolate candy thrives in summer!

SUMMER 2020
$2.2 BILLION

JUNE 2020
$500 MILLION

Source: IRI, Memorial Day – Labor Day 2020
Capitalize on the summer flavor trend and showcase **FRUIT-FLAVORED CANDY** with secondary displays and pallet programs.

*Source: NCA Shopper Survey, 2021*
Put your candy category in the spotlight with NATIONAL CANDY MONTH advertising and product promotions.

Courtesy of Hy-Vee  

Courtesy of Coborn’s
Maximize your promotional messaging for **NATIONAL CANDY MONTH** across advertising, display signing and social messaging.

Courtesy of Dollar General
Theme different on-trend candy categories — LIKE NOSTALGIC CANDY — throughout the summer to make a bigger advertising impact.
Candy Carnival at Hy-Vee this summer!

**SUMMER + CANDY = TONS OF FUN**

Challenge your store teams to develop their own interpretation of an overall theme for **NATIONAL CANDY MONTH**.
Make a BOLD SUMMER STATEMENT on your shelves by double facing popular summer candy formats and flavors.

Photo courtesy of Coborn’s
Promote **NATIONAL CANDY MONTH** with popular summer favorites on endcap displays with promotional signing.
TravelCenters of America worked with their vendors to create promotions and ad features to drive traffic.
Draw shoppers to your **NATIONAL CANDY MONTH** promotion with balloons, streamers and impactful signing.

Courtesy of TravelCenters of America
Focus displays on best-selling CHOCOLATE AND NON-CHOCOLATE TREATS that consumers are looking for in the summer months.
TravelCenters of America hosted a chainwide contest to see which store could show off their creativity best during **NATIONAL CANDY MONTH**. Each store customized its promotion – great for team building and growing incremental sales.
Add fun signage to your inline candy displays to put a spotlight on your NATIONAL CANDY MONTH promotion each June.
Celebrate summer with **RED, WHITE & BLUE** candy-themed displays from **MEMORIAL DAY** through **4TH OF JULY**.

Courtesy of RaceTrac
Core-Mark promoted NATIONAL CANDY MONTH to its 60,000+ independent and chain convenience store customers as the major promotion in June.
Use brightly-colored shelf talkers to draw attention to your candy set and your NATIONAL CANDY MONTH promotion.
Cross promote your NATIONAL CANDY MONTH features with other popular categories.

Photo: Food Mart, courtesy of S. Abrahamson & Sons
Consumers win when retailers and manufacturers work together!

PIM Brands placed shippers for National Candy Month in more than 4,300 retail rooftops!
Road trips, vacations and outdoor eating occasions like picnics, BBQs and other celebrations are made for sharing candy. Merchandise a variety of resealable, individually wrapped, portion-controlled or bite-sized options with your summer seasonal displays.

Photo: Harris Teeter
Help your shoppers celebrate life’s little moments and national days of recognition throughout the summer, including:

**CHILDREN’S DAY (6/13)**
Feature small treats like lollipops and change-makers

**FLAG DAY (6/14)**
Feature red, white and blue treats

**GO FISHING DAY (6/18)**
Feature gummy worms and fish

**FIRST DAY OF SUMMER (6/21)**
Feature treats associated with summer like taffy, licorice and fudge

**FATHER’S DAY (3RD SUNDAY of JUNE)**
Feature candy displays with your greeting cards

**SOCIAL MEDIA DAY (6/30)**
Encourage your fans to share their favorite treats and where they will enjoy them
GET STARTED!

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SUMMER ROAD TRIPS
Leverage special summer moments to promote treating, like road trips, cookouts and reunions.

Highlight options that fit with summer occasions, including products in packages with 200 calories or less.
Road trips are a beloved American tradition

683 MILLION
car trips annually in the U.S.

1/3 OF THESE TRIPS
are more than 1,000 miles

Source: American Automobile Association, 2020
Travelers indicate that the top three items they are likely to consume on road trips are:

- **41%** salty snacks
- **36%** sweets
- **33%** drinks

Help them find popular summer treats with festive endcaps, shippers and other prominent seasonal displays.

*Source: NACS Summer Drive Study*
**Destination RETAIL / Merchandising**

Snacks and treats targeted to vacation travelers offer an opportunity for significant sales lift.

<table>
<thead>
<tr>
<th>Snacks/Category</th>
<th>Sales Value (in $M)</th>
<th>Snacks/Category</th>
<th>Sales Value (in $M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snack Size Chocolates</td>
<td>$253M</td>
<td>Snack Nuts</td>
<td>$1.5B</td>
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<tr>
<td>Hard Candy</td>
<td>$142M</td>
<td>Fruit Snacks</td>
<td>$357M</td>
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<tr>
<td>Licorice</td>
<td>$157M</td>
<td>Snack/Granola Bars</td>
<td>$1.7B</td>
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<tr>
<td>Chewy Candy</td>
<td>$1.1B</td>
<td>Dried Meat Snacks</td>
<td>$1.1B</td>
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<tr>
<td>Gum &amp; Mints</td>
<td>$785M</td>
<td>Cookies &amp; Crackers</td>
<td>$4.6B</td>
</tr>
<tr>
<td>Salty Snacks</td>
<td>$7.8B</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: IRI, MULO + C, 8 weeks ending 6/7 – 9/6/2020*
Merchandise portable snacks and treats in aisles where consumers shop for their road trip supplies, including:

- Books & Magazines
- Games
- School Supplies
- Camera Accessories
- Automotive
Promoting candy and snacks in secondary high-traffic areas in your stores during the summer months can

ENHANCE A
$43 MARKET BASKET
BY 7% - 45%.

Source: IRI

Courtesy of PIM Brands
The average American will spend 23 HOURS on the road each summer, during which they will CONSUME 13 SNACKS.

Source: OnePoll in conjunction with Quaker State, 2020
Out of town sports travel and downtime between games are great times for a **TREAT BREAK**. Pack treats in your kids’ backpacks for a fun **SURPRISE, REWARD OR ENERGY BOOST**.

Key candy segments continue to grow:

- **+4%** Total chocolate
- **+15%** Premium chocolate
- **+3%** Candy bars
- **+6%** Snack-size chocolate
- **+7%** Chewy candy
- **+6%** Licorice

*Source: IRI, MULO + C*
GET STARTED!

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DAY AT THE BEACH
Top preferences for summer vacations:

- Beach vacations: 52%
- All-inclusive vacation packages: 33%
- Cruises: 30%
- City trips: 29%
- Active vacations: 28%

Source: Statista
Build your basket size by merchandising beach accessories with best-selling candies. Make sure your shoppers can stock up on fan favorites that stand up to heat (but remember that chocolate is a perennial favorite!):

- **Saltwater Taffy**
- **Fruit chewy candies**
- **Fish/worm gummies**
- **Lollipops**
- **Hard candies**
- **Gum & mints**

*Source: NCA Shopper Survey, 2021*
Build your basket size by MERCHANDISING BEACH ACCESSORIES with heat-tolerant candies.

Make sure your shoppers can stock up on all the TREATS, SNACKS AND PERSONAL ITEMS they need to enjoy a day the beach.
GET STARTED!

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91 MILLION AMERICANS go camping.

61% OF U.S. HOUSEHOLDS include at least one person who camps.

94% OF AMERICANS who go camping will take along chocolate and candy.

Source: NCA Shopper Survey, 2021
August 10th is **NATIONAL S’MORE DAY.**

A traditional nighttime campfire treat

First recipe published in Girl Scouts handbook in 1927.

S’mores’ new product launches tripled in 2019 driven by nostalgic rituals and a rise in “staycations.”

Source: Barry Callebaut trends & insights 2020
A silver lining of 2020 quarantines is families are coming together to “SAVOR THE SIMPLE THINGS IN LIFE.”

“S’mores represent an occasion; an event; GRATITUDE FOR FAMILY, FRIENDS AND HEALTH; relief in coming together again.”

Source: Candy & Snack TODAY August 7, 2020 – Ryan Britt, The Hershey Company
America loves s’mores, yet new occasions for s’mores experiences exist in metro areas...

- 87% of consumers have tried a s’more.
- 31% have only had a s’more cooked over a campfire.
- 31% make s’mores on a grill.
- 41% of people in metro cities haven’t even tasted a s’more before!

Source: Candy & Snack TODAY August 7, 2020 – Ryan Britt, The Hershey Company
Let s’mores drive your market baskets:

- $3.60: 16 oz. worth of marshmallows
- $2.30: 1 lb. graham crackers
- $5.76: 8 Hershey’s Milk Chocolate bars

Photo Source: Pinterest

Source: CNBC-Published Fri, Aug 10 2018
S’MORES ARE A CLASSIC SUMMER TREAT. Make it easy for your shoppers to stock up on supplies for this campfire favorite by MERCHANDISING THE INGREDIENTS AND S’MORES-FLAVORED CANDIES together.
Most popular camping options:

- Glamping (blend of luxury and experiential camping)
- Vans and RVs
- Tents
- Cabins
- Backpacking

Source: Kampgrounds of America 2020, 2018 Camping Report
Camping and treating are both linked to **EMOTIONAL WELL-BEING.** Take a self care break in nature.

**9 in 10 CONSUMERS** feel that physical health and emotional well-being are interconnected, making it possible to **ENJOY LIFE AND BE HAPPIER.**

*Source: 210 Analytics*
Merchandise summer candy items with camping and fishing equipment to build bigger baskets.

- Flashlights
- Batteries
- Lanterns
- Insect repellent
- Hiking boots
- Water bottle
GET STARTED!

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4TH OF JULY is America’s biggest holiday for family and neighborhood gatherings.
86% of consumers celebrate 4th of July. Average spending is $76.49 per person.

Source: NRF 2019 - 2021
How will consumers celebrate the 4th of July?

- 61% Celebrate with BBQ/cookouts
- 40% Go to fireworks
- 11% Go to parades

Source: NRF 2019 - 2021
Merchandise PATRIOTIC-THEMED CANDIES WITH BBQ and picnic accessories to make it easy for your shoppers to add treats to their 4th of July parties.
Merchandise patriotic-themed candies and summer flavor favorites in secondary store locations to make it easy for your shoppers to stock up for their holiday weekend.

FRUIT CHEWY CANDIES
SWEET & SOUR GUMMIES
RED, WHITE & BLUE THEMED CANDIES
HARD CANDIES

Photo: Dierberg’s
GET STARTED!

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