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Contract Manufacturers and Marketers of Fine Confections and Snacks

FOR IMMEDIATE RELEASE

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CLASSIC CARAMEL TO MANUFACTURE AND DISTRIBUTE BONOMO TURKISH TAFFY®

CAMP HILL, PA Classic Caramel, LLC is pleased to announce that it has signed agreements with Bonomo Turkish Taffy®, LLC to manufacture and be the master distributor to the retail trade for Bonomo®.

Bonomo®, one of the great nostalgic candy brands, has not been commercially manufactured or sold since the mid 1980's. Bonomo® was a true national brand in the 1950's and 1960's. The company's tagline, "Smack it Crack It!", was realized by consumers as they smacked the taffy against a hard surface and ate the pieces off the wrapper.

The original formulation, manufacturing process, and even the original flavors have been resurrected. "In taste testing, the comments from those that remember the bar have been very complimentary, 'just like they remembered it' is the frequent comment" says Ken Wiesen, President and Co-CEO of Bonomo®.

"Bonomo® is truly a revered old fashioned candy brand with a unique taste and formulation that currently does not exist in the market. Classic Caramel is thrilled that this brand is joining our family of other nostalgic brands, Slo Poke®, BB Bats®, Kits®, & Flipsticks™. We look forward to bringing this favorite candy back to its loyal fans and to create a whole new generation of Bonomo Turkish Taffy lovers", commented Richard Warrell, Director of Sales & Marketing.

Bonomo will be available in its original bar format, as well as bite size individually wrapped pieces. The bite size pieces will be available in an assorted change maker tub as well as straight flavor bulk. Product will be available for shipment July 2010.

Classic Caramel is a caramel, taffy, chew, and nougat manufacturer with its plant located in York, PA. The company markets nostalgic branded merchandise, such as Bonomo Turkish Taffy®, Slo Poke®, BB Bats®, Kits®, & Flipsticks™ to retail trade. In addition, the company has an extensive base of ingredient, private label, bulk, and contract manufacturing customers. Classic Caramel is a wholly owned subsidiary of The Warrell Corporation, based in Camp Hill, PA.



Classic Caramel

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