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*Contract Manufacturers and Marketers of Fine Confections and Snacks*

**FOR IMMEDIATE RELEASE**

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**CLASSIC CARAMEL INTRODUCES BONOMO TURKISH TAFFY® FLOOR SHIPPER**

**CAMP HILL, PA** Classic Caramel is pleased to announce the introduction of the Bonomo Turkish Taffy® 144-count floor shipper containing all four flavors of this popular nostalgic taffy.

The original *Smack It, Crack It!* taffy is available in Vanilla, Chocolate, Strawberry, and Banana flavors. The shipper contains 48 bars each of Vanilla and Chocolate, as well as 24 bars each of Strawberry and Banana. Each bar is 1.5 ounces and has a suggested retail of \$0.89.

“The Bonomo Turkish Taffy® brand loyalty proved very strong during the reintroduction in 2010. The addition of this attractive floor shipper in 2011 will enable more classes of trade to capitalize on Bonomo’s® legion of fans,” said Richard Warrell, Director of Sales & Marketing.

The shipper is a great way to display the product and offer all flavors in one compact location, providing customers with the option to sample all flavors or pick up their individual favorite. Bonomo Turkish Taffy® is also available in 24-count display boxes and in bite size changemakers and bulk.

Classic Caramel is a caramel and taffy manufacturer with its plant located in York, PA. The company markets nostalgic branded merchandise, such as Bonomo Turkish Taffy®, Slo Poke®, Black Cow®, and 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.

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