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*Contract Manufacturers and Marketers of Fine Confections and Snacks*

**FOR IMMEDIATE RELEASE**

January 6, 2011

**CLASSIC CARAMEL INTRODUCES SLO POKE® BARS**

**CAMP HILL, PA** Classic Caramel is pleased to announce the introduction of the Slo Poke® bar. Slo Poke® is rich chewy caramel with long-lasting flavor.

The bars are 1.5 ounces packed in 24-count display boxes or assorted with Black Cow®, a chocolate caramel complementary item. Suggested retail of the bars are \$0.89. Slo Poke® is also available in bite size pieces in a changemaker tub as well as in bulk. Products will be available for shipment March 2011.

“Slo Poke® is a popular delicious caramel first introduced in the 1920s in sucker form. This new bar format is a return to the rich, delicious, and firm caramel that is remembered by Slo Poke® fans,” said Richard Warrell, Director of Sales & Marketing.

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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