



A Wholly Owned Subsidiary of The Warrell Corporation  
*Contract Manufacturers and Marketers of Fine Confections and Snacks*

## FOR IMMEDIATE RELEASE

April 1, 2010

### WARRELL CLASSIC IS NOW CLASSIC CARAMEL

**CAMP HILL, PA** The name may be different, but the quality is the same... Classic. The Warrell Corporation announces that it will now utilize its primary brand, Classic Caramel, as its trade identity. There is no change of ownership structure.

Previously known as The Warrell Classic Company, this name change identifies the primary product and core competency of the company's production. Before 2009, under previous ownership, the company was doing business as Classic Caramel.

"This name change allows the company to capitalize on the 100 year history of this caramel company by selling caramel to the retail trade as well as bulk and industrial caramel to other manufacturers", says Richard Warrell, Director of Sales & Marketing. "The company has two primary marketing segments; nostalgic branded products sold to the retail trade, as well as bulk industrial and specialize caramel formulations sold to institutional customers. We are very excited to grow our brands and develop exciting and innovative caramel and taffy projects in the coming years", commented Warrell.

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<sup>®</sup>, Slo Poke<sup>®</sup>, BB Bats<sup>®</sup>, Kits<sup>®</sup>, & Flipsticks<sup>™</sup> to all classes of 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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