



FOR IMMEDIATE RELEASE

November 2019, Nanuet, NY – Dorval Trading Co., Ltd. proudly announces an incredible update to the **SOUR POWER**[®] line of **WATERMELON BELTS**!

SOUR POWER[®] **WATERMELON BELTS** are now offered as a 3-color belt, the first of its kind in the line! The colors will remind you of a yummy slice of watermelon, and the improved flavor is juicier than ever! As with all of the multi-colored belts **SOUR POWER**[®] offers, these new **WATERMELON BELTS** are peelable! To highlight the change, the graphics and packaging on the count goods items have also been updated.

“Watermelon has been a core flavor of the **SOUR POWER**[®] line since being introduced in 1985. We believe fans of the flavor will be thrilled to see the striking new colors of the belts, and will agree that the new flavor profile is unlike any other,” says Roberta Cappel, President of Dorval. “Keeping the entire line of **SOUR POWER**[®] products evolving is a year-round priority for us. We see innovation in the product and in the packaging as a way to stay on top of trends and to keep up with consumer demand.”

The **SOUR POWER**[®] **WATERMELON BELTS** are available in 150ct Individually Wrapped Belts, 150ct Unwrapped Belts (Tubs) and 3x6.6lb (Unwrapped) Bulk. The new product will be shipping soon!

About Dorval Trading Co., Ltd.

Dorval Trading Co., Ltd., is an importer of an extensive range of high-quality confectionery products from major manufacturers around the world. Dorval has grown into a significant presence in the confectionery and specialty distribution arena. In addition to the Sour Power[®] 30th brand anniversary in 2015, Dorval celebrated their 50th anniversary in business in 2016.

For more information, contact Dorval Trading Co., Ltd. at (800) 367-8252 or at info@dorvaltrading.com, or visit our website at www.dorvaltrading.com.