



FOR IMMEDIATE RELEASE

September 2023, Nanuet, NY- DORVAL TRADING CO., LTD. proudly unveils its brand new item **TOP POPS® TAFFY STIXX!**

TOP POPS® TAFFY STIXX are an incredible new innovation from the minds at Dorval! The new **TAFFY STIXX** are fun, chewy candy taffy “sticks” that are bursting with the same great flavors already popularized with their **TOP POPS® CHEWY CANDY TAFFY POPS**. The new **TAFFY STIXX** are available in three flavors-a two color Strawberry, a red/blue Blazpberry® and ruby red Watermelon. Each of the **TAFFY STIXX** are individually wrapped, and packed in a 1.55oz peg bag and in 12ct displays. **TAFFY STIXX** are GMO and Gluten free!

“When we developed the concept of **TAFFY STIXX**, our research had shown there was few things like it in the US market”, says Roberta Cappel, President. “We felt that after spending years of developing and formulating a widely successful **TOP POPS®** brand, that it was time to expand into the count-good category and offer a new concept in Taffy candy”.

TOP POPS® TAFFY STIXX join the established **TOP POPS® CHEWY CANDY TAFFY POPS** line, which are available in 5 flavor varieties - Blazpberry® (Red & Blue Raspberry), Strawberry, Watermelon, Strawberry/Lemon and Assorted which contains all four flavors in one box as well as a new 5lb bulk Assorted bag. The **TOP POPS®** are also GMO and Gluten free.

The **TOP POPS® TAFFY STIXX** have brand new item numbers and UPC’s. They are available for shipment now!

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. Dorval celebrated their 57th anniversary in business in 2023.

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.