



#### FOR IMMEDIATE RELEASE

**October 2023, Nanuet, NY - Dorval Trading Co., Ltd.** announces its latest **SOUR POWER®** flavor in the Straw Packages category – **ORCHARD MIX!**

**SOUR POWER® ORCHARD MIX** Straw Packages joins the expanding **SOUR POWER®** line and it is only the second assorted straws package launched by Dorval. **ORCHARD MIX** is exactly what it sounds like—a mix of your favorite fruits picked fresh from the orchard. The mix of flavors—Banana, Peach, Granny Apple and Red Raspberry are truly spectacular. The colorful, fruity design of the packaging will really stand out on any shelf!

“**ORCHARD MIX** is the assorted pack that is a fun addition to our line”, says Dorval President Roberta Cappel. “The incredible combination of popular orchard fruit flavors packaged together is innovative and on trend.”

**ORCHARD MIX** joins the other existing flavors and immensely popular line of Straw Packages including the newest Passionfruit as well as Mango, Sour Power Sortz® (4 color/4 flavor assorted pack), Strawberry, Wild Cherry, Pink Lemonade, Cotton Candy, Blue Raspberry, Watermelon, and Green Apple. All varieties in the Straw Package line are available in 24ct boxes for easy shelf display. This new product is ready to ship!

Dorval has long prided itself on featuring products that deliver the highest quality of taste, and the **ORCHARD MIX** Straw Packages only continue that tradition. **SOUR POWER®** is available in Straws and Belts in wrapped, unwrapped or in bulk formats in a variety of flavors.

#### 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. Sour Power® celebrates its 38th brand anniversary this year! Dorval celebrated their 57th anniversary in business as well. For more information, contact Dorval Trading Co., Ltd. at (800) 367-8252 or at [info@dorvaltrading.com](mailto:info@dorvaltrading.com), or visit our website at [www.dorvaltrading.com](http://www.dorvaltrading.com).