



FOR IMMEDIATE RELEASE

June 2020, Nanuet, NY - Dorval Trading Co., Ltd. announces its latest **SOUR POWER®** flavor in the Straw Packages category – **PASSIONFRUIT!**

SOUR POWER® PASSIONFRUIT Straw Packages is the most recent flavor to join the **SOUR POWER®** line and it is uniquely different from all of the other flavors. The intensely tart and juicy **PASSIONFRUIT** flavor is just like eating the real thing! The vibrant colors of the packaging, with the larger display window and new design features are truly eye-catching!

“We are very excited to introduce this new **PASSIONFRUIT** flavor to our line”, says Dorval President Roberta Cappel. “Our customers are always requesting new flavors and innovation and **PASSIONFRUIT** is our way of staying true to our brand and with the trend of unique and special flavors that are in the market.”

PASSIONFRUIT joins the other existing flavors and immensely popular line of Straw Packages including 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 **PASSIONFRUIT** Straw Packages only continue that tradition. **SOUR POWER®** is available in Straws and Belts in wrapped, unwrapped or in bulk format in a variety of package types and 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® will celebrate its 35th brand anniversary this year! 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.