

2009
Pre-Book

WAM Confections MVE



**Mr. Retailer,
Don't miss out on WAM's Confections MVE...
available only through your WAM distributor!**

- Candy belongs on your end-cap - it's the #1 snack purchased on impulse
- Total candy sales for 2008 are up over 3%, with gum leading the way at +6%
- The best items from the leading manufacturers
- 7 of the top 10 gum SKUs, representing over 70% of top 10 gum \$ sales
- King Size is the leader in bar sales - up over 10%.



EASY MONEY

WAM Confections MVE - (new & existing)



Earn a \$100 WAM Rebate and on-going rebates on most items

