



FACE TWISTERS

To the power of[®] sour!

EASTER 2027



SP SCHUSTER
PRODUCTS



10555 W PARNELL AVE, STE ONE, HALES CORNERS, WI 53130
414.858.9282
WWW.FACETWISTERS.COM

We are...



- Is a full product line of everyday core & non-chocolate novelty sour candy
- Offers unbeatable value versus our competitors
- Is a 27-year-old brand
- Has a unique product assortment with eye catching designs
- Is viral on social media



Category Growth

As of August 2025

- Non-chocolate novelty candy grew 98% in dollar sales and 41% in unit sales versus 3 years ago
- With a 20% increase in dollar sales versus 3 years ago non-chocolate chewy candy continues to dominate, accounting for nearly half of all non chocolate sales



Source: Circana data for year ending Aug 10, 2025

Non-Chocolate Candy

As of August 2025

- Outperformed chocolate and gum with strong contributions from chewy and novelty candy.
- Gummies and chewy candy have the highest consumer engagement
- The chewier, crunchier and more intensely flavored and colored the better
- Texture Innovation is a growth driver. Any candy that is hyper-sensory/sour or tactile/crunchier is especially compelling



Source: Circana data for year ending Aug 10, 2025

Sour Candy

As of August 2025

- Sour Candy sales grow year after year with a 7% growth versus a year ago
- Sour Candy Subcategory is Outpacing the Broader Candy Sector.
- Sour Candy may serve as a “grounding technique” by redirecting focus on the intense sour sensation rather than anxious thoughts.



Source: Circana data for year ending Aug 10, 2025
“Can Sour Candy Help with Anxiety and Panic Attacks”
June 21, 2024



PROUDLY SERVING SINCE 1982

Over 7 million
units sold

BUNNY SOUR LEGS®

2-12 ct "S" Hooks

*Fruit-Flavored Sour Powder Straws in 4
assorted flavors*

Item #07100
1.66 oz (47g)

Unit Cost	\$ 1.10
Case Cost	\$ 26.40



FACE TWISTERS®
To the power of sour!

EASTER SOUR BUBBLE GUM STRAWS

96 ct Floor Shipper

Contains:

48 units Big Stik® *Strawberry*

48 units Big Stik® *Green Apple*

Item #04220
2 oz (56g)

Unit Cost \$ 1.10

Case Cost \$ 105.60



FACE TWISTERS®
To the power of sour!

EASTER NOVELTY SHELF TRAY

42 ct DRC



Contains:

12 units Paint Roller® Candy

18 units Sour Slime Double Pack

12 units Sour Candy Dough®

Item # 13020

Unit Cost \$ 1.07

Case Cost \$ 44.94



FACE TWISTERS®
To the power of sour!

OVER
50,000
SOLD!

EASTER SOUR CENTER

136 ct Floor Shipper

Contains:

- 20 units Big Stik® Strawberry*
- 20 units Big Stik® Green Apple*
- 24 units Magic Wand® Strawberry*
- 24 units Magic Wand® Green Apple*
- 48 units Silly Sour Legs®*

Item #16010

Unit Cost \$ 1.10

Case Cost \$ 149.60



FACE TWISTERS®
To the power of sour!



10555 W PARNELL AVE,
STE ONE
HALES CORNERS,
WI 53130
414.858.9282

Payment terms are 2%/10 days, net 30 (with approved credit).
Lead time is 5 working days from receipt of order.



Order email: lisa@schusterproducts.com

SEASONAL ORDER MUST BE RECEIVED NO LATER THAN OCTOBER 12, 2026

FIRST AVAILABLE SHIP DATE: JANUARY 4, 2027

