



**FACE  
TWISTERS**  
*To the power of<sup>®</sup> sour!*

**2026  
HOLIDAY STOCKING  
STUFFERS**

# 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



# 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



# HOLIDAY NOVELTY SHELF TRAY

42 ct DRC

Item # 13030

*Contains:*

*12 units Paint Roller® Candy*

*18 units Sour Slime Double Pack*

*12 units Sour Candy Dough®*

Unit Cost                      \$ 1.07  
Case Cost                      \$ 44.94



OVER  
50,000  
SOLD!

# HOLIDAY 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 # 09012

Unit Cost                    \$ 1.10

Case Cost                    \$ 149.60



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# HOLIDAY BIG STIK™ SIDEKICK

2 / 24 ct Case



Item # 06012

*Contains:*

*12 units Big Stik™ Strawberry Sour Bubble Gum*

*12 units Big Stik™ Green Apple Sour Bubble Gum*

**Unit Cost                      \$ 1.10**

**Case Cost                      \$ 52.80**



**FACE TWISTERS®**  
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Over 7 million  
units sold

# SANTA SOUR LEGS®

2-12 ct Case

*Fruit-Flavored Sour Powder Straws in 3 assorted flavors of Sour White Grape, Sour Cherry and Sour Green Apple.*



Item #07070  
1.66 oz (44g)

Unit Cost	\$ 1.10
Case Cost	\$ 26.40



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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](mailto:lisa@schusterproducts.com)

SEASONAL ORDER MUST BE RECEIVED NO LATER THAN  
JUNE 22, 2026

FIRST AVAILABLE SHIP DATE: SEPTEMBER 14, 2026



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