



# FACE TWISTERS

*To the power of<sup>®</sup> sour!*

VALENTINE'S DAY  
2027

# 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

# SWEETIE SOUR LEGS®

2-12 ct "S" Hooks

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

Item #07300

1.66 oz (47g)

Gift tag - Ideal for  
classroom exchange

Unit Cost                      \$ 1.10

Case Cost                      \$ 26.40



**FACE TWISTERS®**  
*To the power of sour!*



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STE ONE  
HALES CORNERS,  
WI 53130  
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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 AUGUST 10, 2026**

**FIRST AVAILABLE SHIP DATE: NOVEMBER 2, 2026**

