

Food Facts Fancies

Changing An Enduring Flavor Combination

(NAPSA)—After nearly seven decades, America's famous “Fab Five” Life Savers combination will be changing.

More than two million votes rolled in to overwhelmingly change the traditional five-flavor Life Savers roll, with only two of the original flavors—Cherry and Pineapple—making the cut. Of the 11 flavors consumers could choose from, the three that will be joining the ranks are Raspberry, Watermelon and Blackberry.

Americans consume more than 42 million Life Savers candies every day, and they are vigilant in their flavorful support. In fact, the votes for flavors two through five were close enough to warrant a recount (Cherry was the #1 choice by far). Still, Pineapple—which was nearly axed in 1999—barely avoided the heave-ho, collecting 18 percent of the vote for a fifth-place finish.

Interestingly, the three flavors voted into an early retirement—Lemon, Lime and Orange—were three of the original flavors when Life Savers were introduced in 1924. They paved the way for



Roll with the changes: New flavors have led to a break-up of candy's “Fab Five.”

Cherry and Pineapple, which came onto the scene about 12 years later to create the iconic Five Flavor Roll.

“Through both this vote and our research, Life Savers enthusiasts have told us they would like to see more variety in the flavors we offer,” said Mark Sapir, Brand Director, Life Savers. “We are changing the way we think about the 5-Flavor Roll and, as a result, this new flavor combination opens the door for additional changes down the road.”

The new flavor combination is available in rolls and 6.25 oz. and 13 oz. bags. For fun facts and to learn more about the new flavors, consumers can visit the Web site at www.candystand.com.