

## Brand Awareness and Reasons to Buy:

- Strong nostalgic appeal to most Hispanic consumers
- Made by Bocati, a highly recognizable brand with 50+ years in the market
- Filled with effervescent powder, Selz Soda hard candies are the perfect midday pick-me-up or sweet way to end a meal
- Increase your sales with new grab-and-go bags
- Ideally sized for consumers on the run
- Great for counter displays in convenience stores, supermarkets, and vending machines
- The 25-piece bag is perfect for your dollar stores!

## Brand Marketing Tools:

- Seasonal Promotional Programs
- Pack Size:

Selz Soda Chili Assorted Flavors 20 Bags/ 100 pcs 14.82 oz. (420g)

Selz Soda Original Lemon Flavor 45 bags / 25 pcs 3.70 oz. (105 g) 20 Bags/ 100 pcs 14.82 oz. (420g)

*Instant fizzy fun –  
Selz Soda candies sizzle  
in your mouth!*



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# Candy

# Instant fizzy fun – Selz Soda candies sizzle in your mouth!



Item ID	Description for Sales	Case UCC	Unit UPC	NET WT. Per Unit	Count Per Case	Case Dimensions LxWxH=Cube	Case Weight	Pallet Ti x Hi =	TL Cases = # Pallet
1SEL-002	SELZ SODA ORIGINAL LEMON FLAVOR	107 41217 00102 8	7 41217 00102 1	14.82 oz.	20	12.375 x 8.875 x 12.375 = .79	21 lb.		
1SEL-003	SELZ SODA ORIGINAL LEMON FLAVOR	107 41217 60038 5	7 41217 60038 5	3.70 oz.	45	12.25 x 12.25 x 9 = .78	12.2 lb.	15 x 5 = 75	2,250 = 30
1SEL-012	SELZ SODA CHILI ASSORTED FLAVORS	10 741217 00102 8	7 41217 60032 3	14.82 oz.	20	12.375 x 8.875 x 12.375 = .79	21 lb.		



Unit Dimensions LxWxH

8.1 x 1 x 11.2

4.8 x 1 x 8

8.1 x 1 x 11.2

**SPECS SHEET-CANDY**

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