

EdiSparklz Glitzy Gummies containing Birthday Cake Edisparklz Glitter APPLICATION

Social Media has a big influence on purchase decisions creating a market for colorful food and drinks that are eye catching. Social media has become a key information source for consumers who want to be on the forefront of today's food trends. With over 90% of consumers citing appearance as the most important purchasing factor, "Instagramability" has become one of the most important metrics in modern marketing. This has led to a market focused on the use of bright or unexpected colors to attract consumer's attention, especially for seasonal and limited time only products (LTOs). Create a distinctive look for your gummy confection with EdiSparklz edible glitter.

BENEFITS

- Heat stable and process tolerant
- Fun! Entertaining! Unique!
- Wide range of colors and color blends
- Unique shapes including hearts, stars, smiley faces
- Sugar free, fat free, allergen free, NGMO – Completely clean label

*Manufactured by Better Nutritionals, Norco CA

INGREDIENT STATEMENT

Tapioca Syrup, Cane Sugar, Water, Pectin, Natural Flavor Sodium Citrate Dihydrate, Citric Acid, Ethyl Cellulose, Tapioca Starch and Birthday Cake EdiSparklz Glitter

ALLERGEN INFORMATION: contains no allergens

NUTRITIONAL INFORMATION

Supplement Facts

Serving Size 1 Gummy

Servings Per Container 1

Amount per 1 Gummies	%DV*	
Calories	10	
Total Carbohydrate	3 g	1%*
Total Sugars	2 g	†
Includes 2g Added Sugars		4%*
Sodium	15 mg	< 1%

*Percent Daily Values (DV) are based on a 2000 calorie diet

†Daily Value (DV) not established