

IT'S CANDYMONIUM!

For Immediate Release

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National Confectioners Association features *Candymonium* at the All Candy Expo

(New York, NY. – March 30, 2006) A candy happy hour, a sweet themed pop quiz and hand made crafts from confections are all featured presentations at this year's All Candy Expo taking place on June 6, 7 and 8th.

The All Candy Expo is the largest industry confectionery show in North America. Last year there were 450 exhibitors and nearly 20,000 attendees including buyers, retailers and press.

Candy celebrities Beth Kimmerle and Will Noonan will host these sweet and special shows. Each session will be about 20 minutes long and will take place during the show, right on the show floor in Booth # 2619 on the northstage of the Lakeside Center at McCormick Place in Chicago.

At the Candymonium Candy Cocktail Happy Hour, Noonan and Kimmerle will mix up candy straight from a special bartending guide. They'll master Chambord Truffles, Candied Apple Martini Slices, Rum Daiquiri Hot Chocolate and Cosmopolitan lollipops. Visitors can sit back and relax while they fill the event to the brim with fun and flavor.

Kimmerle's Kandy Kwiz session is for true candy fans, aficionados and experts. Guests can confirm their candy competence with blindfolded taste tests, name and history quizzes and candy image identification.

Lastly, in their Candy Crafts DIY session, they will create one-of-a-kind centerpieces, holiday décor, jewelry and other fantastic items. Visitors can watch while they make fine use of candy while crafting existing confections into wonderful everyday objects.

Kimmerle and Noonan have been conducting their Candymonium classes in and around New York for some time. Born out of their fondness for candy, Candymonium was a fun way to sweeten book readings when Beth was on a press tour for her book *Candy: The Sweet History*.

Beth's confection history books led to the development of the Big Tips Candy Collection, a retro themed gift box that features 15 classic, regionally produced candy bars. The Big Tips Candy Collection can be purchased at national retailers and on the Big Tips Candy website.

For more info on Kimmerle's books, Big Tips products or Candyonium events visit www.bigtipscandy.com.

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