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KOOL-AID® Brand Cotton Candy Unveiled by Hilco

Louisville, KY (April 6, 2021) Hilco has joined with Kraft Heinz to create KOOL-AID® brand Cotton Candy tubs and peg bags. Each tub comes with a combination of two flavors, KOOL-AID® Tropical Punch and Cherry, and the peg bag is available in Tropical Punch flavor.

Item: KOOL-AID® brand Cotton Candy

Description: Bring special treats you might normally get at the county fair into your home with fun and tasty cotton candy in popular Tropical Punch and Cherry KOOL-AID flavors. Available in 4-ounce tubs and 1.5-ounce peg bags, the KOOL-AID flavored cotton candy is something for the whole family to enjoy.

SRP: \$1.49 - \$1.99 – 1.5 oz. peg bag
\$3.99 - \$4.99 – 4 oz. tub

Shipping: Three, 12-count displays per case



Hilco provides affordable, fun, and unique novelty candy. Quality candy and consumer satisfaction has always been at the top of Hilco’s priorities. Hilco is celebrating over 25 years of success and joy in bringing fun, affordable toy and candy novelties to the consumer. For more information, visit us at www.HilcoUSA.com or call us at 502-785-3087.

About Kraft Heinz Company

We are driving transformation at The Kraft Heinz Company (Nasdaq: KHC), inspired by our Purpose, *Let’s Make Life Delicious*. Consumers are at the center of everything we do. With 2019 net sales of approximately \$25 billion, we are committed to growing our iconic and emerging food and beverage brands on a global scale. We leverage our scale and agility to unleash the full power of Kraft Heinz across a portfolio of six consumer-driven product platforms. As global citizens, we’re dedicated to making a sustainable, ethical impact while helping feed the world in healthy, responsible ways. Learn more about our journey by visiting www.kraftheinzcompany.com or following us on LinkedIn and Twitter.