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Hilco Announces Cool Holiday Items for 2021

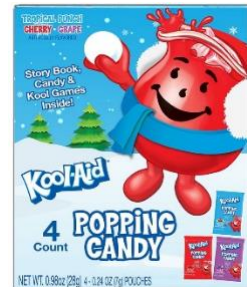
Louisville, KY (May 18, 2021) -- Hilco is teaming up with Kraft Heinz to create KOOL-AID® brand fun and delicious candy novelty items that make great stocking stuffers and gifts for the holidays. KOOL-AID® brand Story Books, Candy Canes and Tube Toppers will be on everyone's shopping list this year.

Item: **KOOL-AID® brand Story Books with Popping Candy**

Description: Enjoy a treat-filled Story Book, with four 0.24 oz. pouches of KOOL-AID® flavored Tropical Punch, Cherry and Grape Popping Candy, along with games on the inside and back cover.

SRP: \$1.99

Shipping: 2 x 12 count = 24 count master case



Item: **KOOL-AID® brand Candy Canes**

Description: Three great KOOL-AID® candy flavors, Tropical Punch, Cherry and Grape, are included in each pack of 12-count candy canes (5.3 oz.). Each candy cane is individually wrapped with licensed KOOL-AID branded graphics, perfect for hanging on the tree or as a stocking stuffer.

SRP: \$2.99

Shipping: Master Case: 24 count with 2 x 12 count PDQ displays



Item: **KOOL-AID® brand Tube Topper**

Description: Each tube is filled with delicious KOOL-AID® flavored jelly beans in Cherry and Strawberry Kiwi, and crowned with a collectible KOOL-AID® Man character topper for a fun stocking stuffer or holiday gift.

SRP: \$1.49 to \$1.99

Shipping: Master Case: 24 Count



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 2020 net sales of approximately \$26 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.

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