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**FOR IMMEDIATE RELEASE**

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**GRAND RAPIDS, MICH.** -- S. Abraham & Sons (SAS) Inc., a subsidiary of Imperial Trading Co, proudly concluded its largest National Candy Month campaign to date, with remarkable results. The 2025 promotion saw enthusiastic participation from both manufacturer partners and retailers, culminating in an impressive **36% unit growth** compared to last year's contest. A record-setting **185 confection items** were featured, making it the most expansive National Candy Month effort in SAS history.

In collaboration with the **National Confectioners Association (NCA)**, National Candy Month is an annual celebration that highlights the joy of confections and supports candy sales during the summer season. SAS embraced the opportunity to spotlight sweet treats, showcasing **22 pages of promotional confection items**. To energize the sales force, SAS offered a cash incentive for the sales region with the highest unit growth year-over-year.

"SAS continues to evolve our National Candy Month promotion each year to maintain momentum and excitement," said Alyssa Snyr, Sr. Category Manager at S. Abraham & Sons. "From expanding participation among confection manufacturers to providing hang tags and launching sales contests, we make sure our team and our retailers recognize the value of this 'fifth candy selling season.' Retailers who engage with this promotion consistently see the payoff."

Imperial Trading Company and S. Abraham & Sons, Inc. provide marketing, distribution, and technology solutions to convenience retailers. Their service area extends from the United States and Canada border to the Gulf of Mexico where they service over 5,000 retail locations. The company's strengths are its alliance with retail customers and the continued commitment to providing exceptional quality, value, and service.

Imperial Trading Company and S. Abraham & Sons, Inc. have seven distribution centers servicing twenty-two states and are headquartered in Elmwood, LA.

For further information, please contact Kaye Powell, VP Trade Marketing at [kaye.powell@sasinc.com](mailto:kaye.powell@sasinc.com).



