



### Greetings Bitterman Friends!

Welcome to the new Bitterman Monthly Sweet Stop! We are excited to be able to share with you our new catalogs, products and tid-bits of information. Please give us your feedback and share your stories with us so that we can include them in our update.

Have a Sweet Day!

### Halloween\*Party\*Costume Show



Bitterman Family Confections will be exhibiting at the HPC Tradeshow, March 6-9, 2009 in Las Vegas. We have some great products for Halloween! Check out our gummy eyeballs and sample our gummy teeth. They are very tasty!

In addition to Halloween, we will have a display of our everyday product for spring and summer which includes sour gummy flip flops, gummy crowns and butterflies.

**Stop by booth #2232 and ask us about our FREE FREIGHT SHOW SPECIAL!**

### NEW Crazy Zoo Candy



Our featured products this month are from our Crazy Zoo Candy catalog. Don't miss our crazy NEW collection of animal candies. This collection is perfect for zoo & aquarium gift shops. Each 4oz bag features an adorable character on the front label and are filled with kid's favorite candies such as sour gummy worms, gummy sharks, tart 'n sweet fish, and gummy monkeys.

Go wild and order your supply today!

If you are interested in taking a closer look or ordering Zoo Candies you can click on the Zoo Catalog link on our website [www.bittermancandy.com/Catalog.htm](http://www.bittermancandy.com/Catalog.htm)

We hope you have enjoyed our first newsletter!

Sincerely,

Alan Bitterman  
Bitterman Family Confections

### What's up this month?

[Halloween Tradeshow](#)

[Zoo Catalog](#)

**Candy King  
Alan Bitterman**



**Alan Bitterman** is the 2nd generation of Bittermans to carry out the legacy of core company values in the family business. In 1956, Alan joined his father in the family business: Bitterman & Son was established. In 1970 Alan and his wife Marilyn opened Bitterman & Son's first retail venture, a wholesale candy outlet filled with antique vending machines and fixtures. During this time Alan began the still present business relationship with Hatmak Cards, distributing bags of Bitterman candy sold to the employee card shop at the company's headquarters. Alan works alongside his wife and two children at the Bitterman headquarters in Kansas City, MO. His unwavering dedication and passion for the industry is what has made Bitterman Family Confections the success it is today and Alan Bitterman the Candy King.

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