

AN **NCA** PUBLICATION**Candy & Snack**  
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The premier trade magazine targeting the information needs of the retail and wholesale confectionery and snack buying community.

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THURSDAY NOVEMBER 12, 2009

## Mavrakos Brand Chocolates Revived

St. Louis, MO —Mavrakos brand chocolates has been reintroduced under new owners, Abel's Chocolates, Inc.

With products such as the Marshmallow Pecan Bar, Pecan Burrs, Bon Bon Creams and Coconut Crescents, the Mavrakos brand was picked up by the Abel family and re-launched this month.

Dan Abel, Jr., vice-president, explains: "During a slow summer candy month, one or two people would come in and talk about the brand a week. During holidays, it would be two to three people a day, and Mavrakos closed 25 years ago."

Products are available in 23 regional groceries, online and through Abel's eight retail stores. Abel adds that wholesale companies have expressed interest in carrying the line again.



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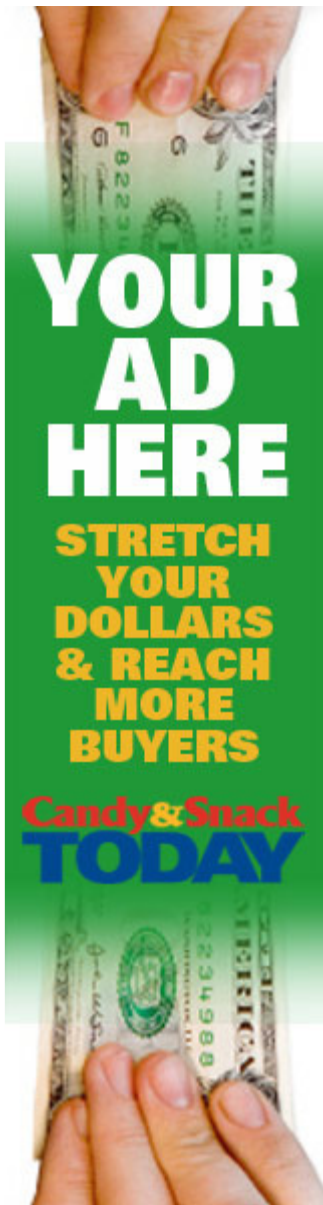


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