



High Energy - High Profit

Coffee, Chocolate & Tea Marshmallow Snacks

Natural. Kosher. GMO-Free.

PRODUCT BROCHURE

2012

**HIP Caffex
94 Hawthorne Avenue
Park Ridge, NJ 07656
201 399-4313
<http://caffex.com>**

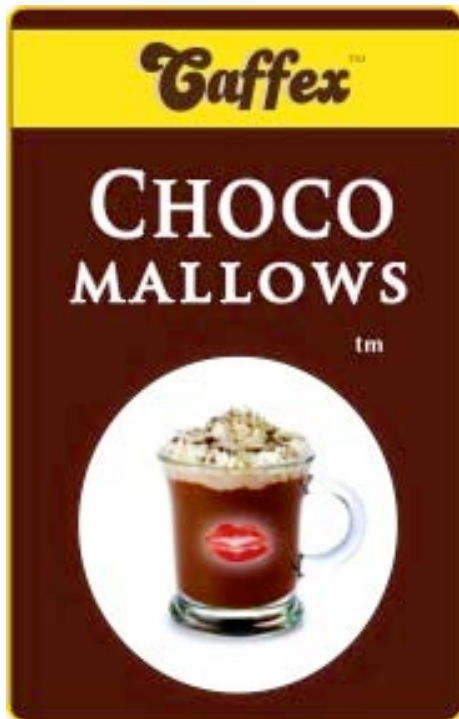
CaffeMallows



CaffeMallows™ Variety Packs are the best way to experience the different flavors in the line: Coffee, Java, and Mocca. Tea and ChocoMallows can also be added.

Availability:	3-packs 20/case; 4 and 6-packs 14/case	
Serving size:	1 piece Weight: 1 oz/28 g	
Best Till date:	12 months	
Kosher certification:	Ko Dairy	
GMO status:	GMO Free	
Ingredient statement:	As provided on each individual flavor's label	
UPC:	3-Pack:	6-09408-00387-7
	4-Pack:	To be assigned
	6-Pack:	To be assigned

ChocoMallows



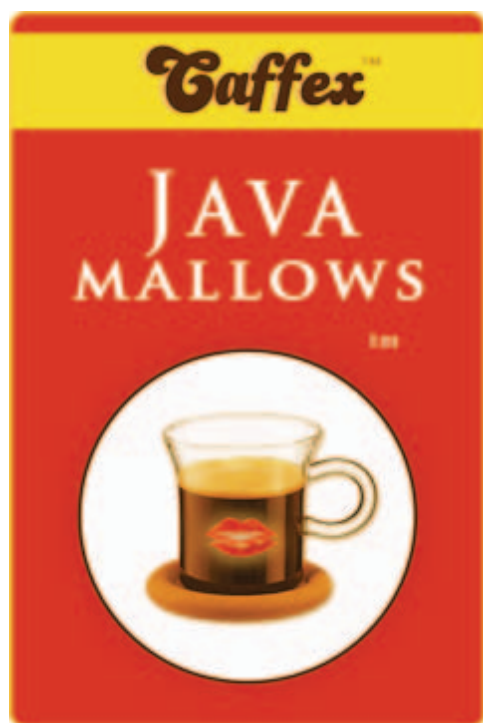
ChocoMallows are double chocolate and chocolate nibs energy snacks. Enjoy the sweet, rich taste you crave while getting the energy of 200 mg caffeine!

Availability:	Singles; 3-packs 20/case; 6-packs 14/case		
Serving size:	1 piece	Weight: 1 oz/28 g	Calories: 100 Caffeine: 200 mg
Best Till date:	12 months		
Kosher certification:	Ko Dairy		
GMO status:	GMO Free		
Ingredient statement:	Sugar, Water, Cocoa, Cocoa nibs, K-Gelatin, Potato starch, Egg white, Caramel, Milk powder, Caffeine, Vanilla, Cinnamon.		
UPC:	3-Pack:	6-09408-00668-5	
	6-Pack:	6-09408-00669-2	



ChocoMallow Squares™ are the answer to chocolate lovers' quest for taste and power. This delicious marshmallow also packs the energy of 100 mg of caffeine.

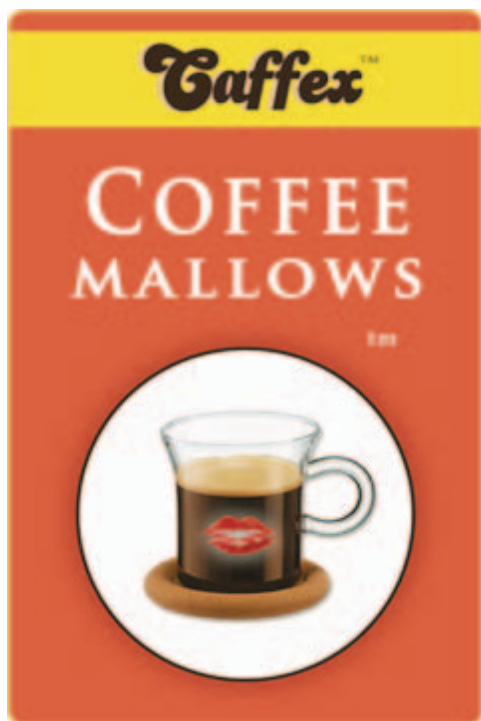
Unit size:	12-Pack reclosable pouch 20/case
Serving size:	1 piece Weight: 0.5 oz/14 g Calories: 50 Caffeine: 100 mg
Best Till date:	12 months
Kosher certification:	Ko Dairy
GMO status:	GMO Free
Ingredient statement:	Sugar, Water, Cocoa and Cocoa nibs, K-Gelatin, Potato starch, Egg white, Caramel, Milk powder, Caffeine, Vanilla, Cinnamon
UPC:	6-09408-00666-1



JavaMallows™ will hit you with the power-punch of a double espresso in a mouth-filling burst of deep, satisfying flavor.

Availability:	Singles; 3-packs 20/case; 6-packs 14/case
Serving size:	1 piece Weight: 1 oz/28 g Calories: 97 Caffeine: 280 mg
Best Till date:	12 months
Kosher certification:	Ko Dairy
GMO status:	GMO Free
Ingredient statement:	Sugar, Water, Espresso (coffee) concentrate, K-Gelatin, Potato starch, Egg white, Caramel, Cream extract, Caffeine, Vanilla, Milk powder, Cinnamon.
UPC:	Single-Pack: 6-09408-00160-4 3-Pack: 6-09408-00165-9 6-Pack: 6-09408-00166-6

CoffeeM allowTM



CoffeeMalloWSTM are a convenient way to boost alertness. These innocent looking marshmallows pack the punch of a double cup of coffee.

Availability:	Singles; 3-packs 20/case; 6-packs 14/case		
Serving size:	1 piece	Weight: 1 oz/28 g	Calories: 97 Caffeine: 200 mg
Best Till date:	12 months		
Kosher certification:	Ko Dairy		
GMO status:	GMO Free		
Ingredient statement:	Sugar, Water, Coffee concentrate, K-Gelatin, Potato starch, Egg white, Caramel, Cream extract, Caffeine, Vanilla, Milk powder, Cinnamon.		
UPC:	3-Pack:	6-09408-00163-5	
	6-Pack:	6-09408-00164-2	

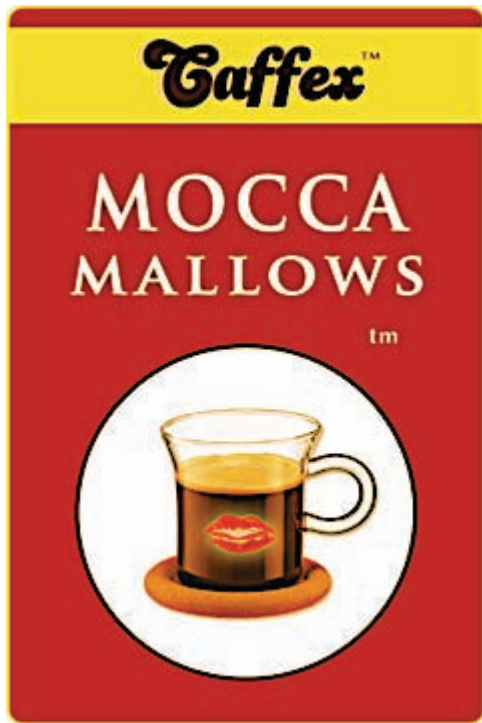
CoffeeM allow Squares™



CoffeeMallow Squares™ are a convenient way to boost alertness - just pop one into your mouth. This innocent looking marshmallow packs the punch of a strong cup of coffee.

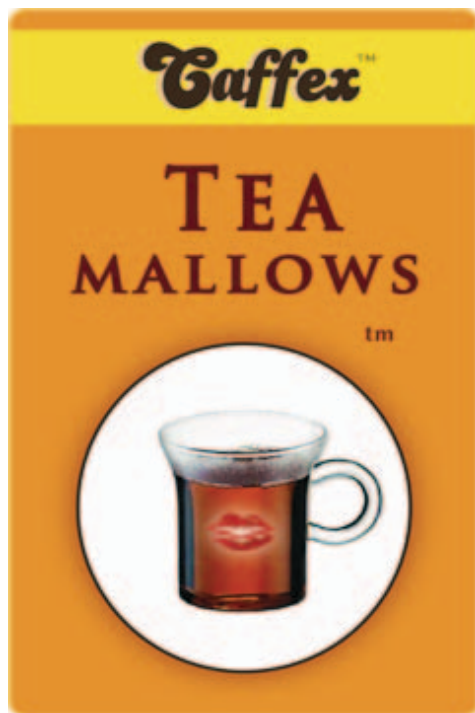
Unit size:	12-Pack reclosable pouch, 20/case
Serving size:	1 piece Weight: 0.5 oz/14 g Calories: 49 Caffeine: 100 mg
Best Till date:	12 months
Kosher certification:	Ko Dairy
GMO status:	GMO Free
Ingredient statement:	Sugar, Water, Coffee extract, K-Gelatin, Potato starch, Egg white, Caramel, Milk powder, Caffeine, Vanilla, Cinnamon
UPC:	6-09408-00586-2

TM



MoccaMalloWS™ are flavor-packed chocolate espresso energy snacks, with roasted cocoa nibs added for that extra impact. Satisfy your body and soul!

Availability:	Singles; 3-packs 20/case; 6-packs 14/case		
Serving size:	1 piece	Weight: 1 oz/28 g	Calories: 98 Caffeine: 200 mg
Best Till date:	12 months		
Kosher certification:	Ko Dairy		
GMO status:	GMO Free		
Ingredient statement:	Sugar, Water, Espresso (coffee) concentrate, Cocoa, K-Gelatin, Potato starch, Egg white, Caramel, Cocoa nibs, Cream extract, Caffeine, Vanilla, Milk powder, Cinnamon.		
UPC:	3-Pack:	6-09408-00167-3	
	6-Pack:	6-09408-00168-0	



TeaMallows™ are tea-infused in pillowy marshmallows with melt-in-your mouth goodness. A caffeine-packed snack for tea lovers to enjoy anywhere and any time.

Availability:	3-packs 20/case; 6-packs 14/case		
Serving size:	1 piece	Weight: 1 oz/28 g	Calories: 97 Caffeine: 200 mg
Best Till date:	12 months		
Kosher certification:	Ko Dairy		
GMO status:	GMO Free		
Ingredient statement:	Sugar, Water, Tea extract, K-Gelatin, Potato starch, Egg white, Cream extract, Caffeine, Vanilla, Milk powder, Cinnamon.		
UPC:	3-Pack:	6-09408-00162-8	
	6-Pack:	6-09408-00670-8	