

The logo for Caffex is displayed in a bold, black, cursive font with a white outline. A small 'TM' trademark symbol is positioned to the upper right of the word. The logo is centered within a bright yellow rectangular box that has a subtle drop shadow.

**High Energy - High Profit**

**Coffee, Chocolate & Tea Marshmallow Snacks**

**Natural. Kosher. GMO-Free.**

**PRODUCT BROCHURE**

**2012**

**HIP Caffex**

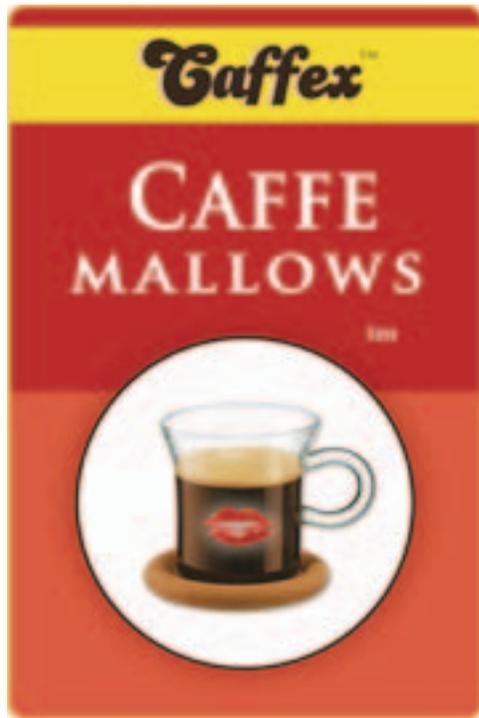
**94 Hawthorne Avenue**

**Park Ridge, NJ 07656**

**201 399-4313**

**<http://caffex.com>**

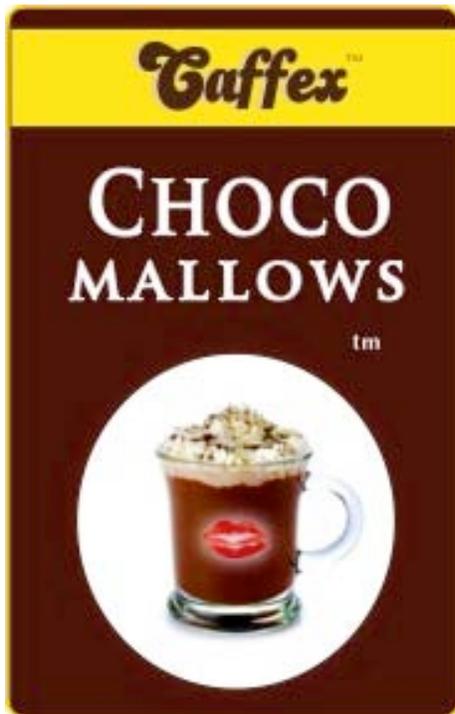
# CaffeMallows



**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.

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

# ChocoMallows



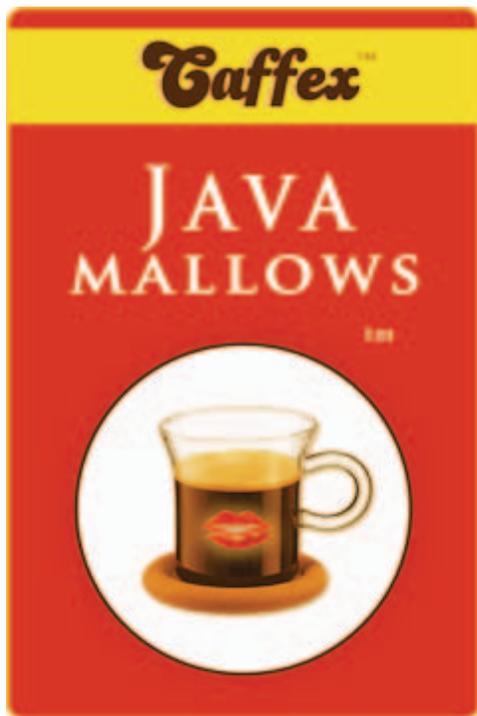
**ChocoMallows** are double chocolate and chocolate nibs energy snacks. Enjoy the sweet, rich taste you crave while getting the energy of 200 mg caffeine!

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

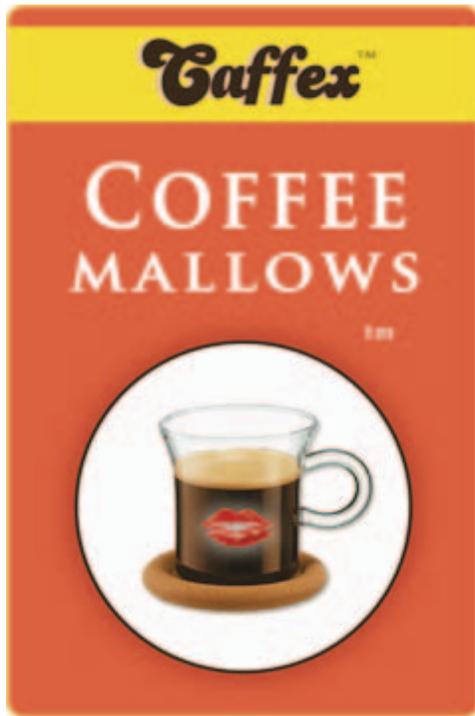
<b>Unit size:</b>	12-Pack reclosable pouch 20/case
<b>Serving size:</b>	1 piece Weight: 0.5 oz/14 g Calories: 50 Caffeine: 100 mg
<b>Best Till date:</b>	12 months
<b>Kosher certification:</b>	Ko Dairy
<b>GMO status:</b>	GMO Free
<b>Ingredient statement:</b>	Sugar, Water, Cocoa and Cocoa nibs, K-Gelatin,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

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

# CoffeeMallows™



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

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

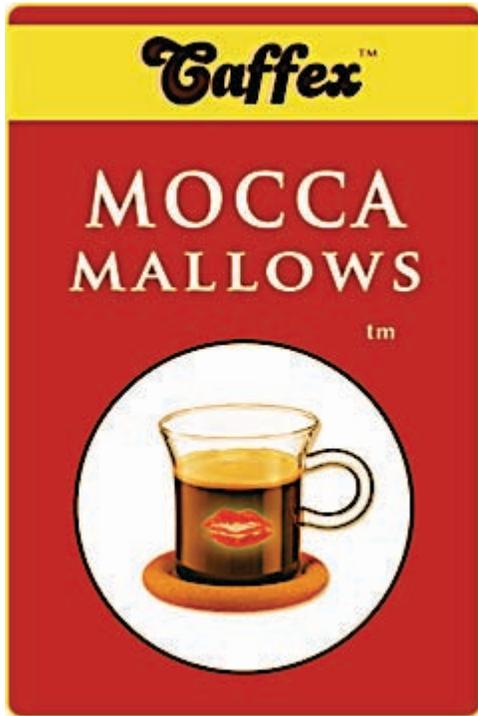
# CoffeeM allow Squares™



**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.

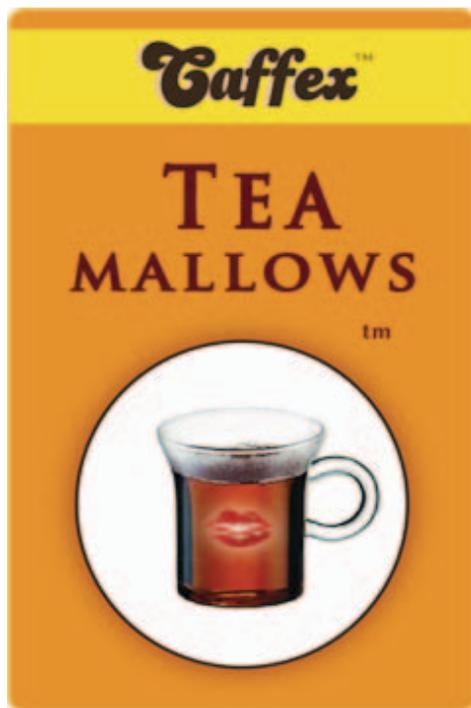
<b>Unit size:</b>	12-Pack reclosable pouch, 20/case
<b>Serving size:</b>	1 piece Weight: 0.5 oz/14 g Calories: 49 Caffeine: 100 mg
<b>Best Till date:</b>	12 months
<b>Kosher certification:</b>	Ko Dairy
<b>GMO status:</b>	GMO Free
<b>Ingredient statement:</b>	Sugar, Water, Coffee extract, K-Gelatin, Potato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

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

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

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