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## SWEETIN' UP YOUR BRAND AWARENESS *Buyer's Choice Awards 2017*

At the ECRM's Everyday & Summer Seasonal event, which will be held at the Rosen Centre Hotel in Orlando, Fla., in early August, *Candy Industry Magazine* and ECRM sponsor the annual Buyer's Choice Awards. Participating candy companies at the event submit new products for retail buyers to taste. In turn, the buyers evaluate and then vote for their favorite in each of three categories: Chocolate, Non-Chocolate and Novelty. Toward the end of the event, the winners are announced. *Candy Industry Magazine* also subsequently publishes the winning products along with products unveiled at the show in a coming issue.



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