

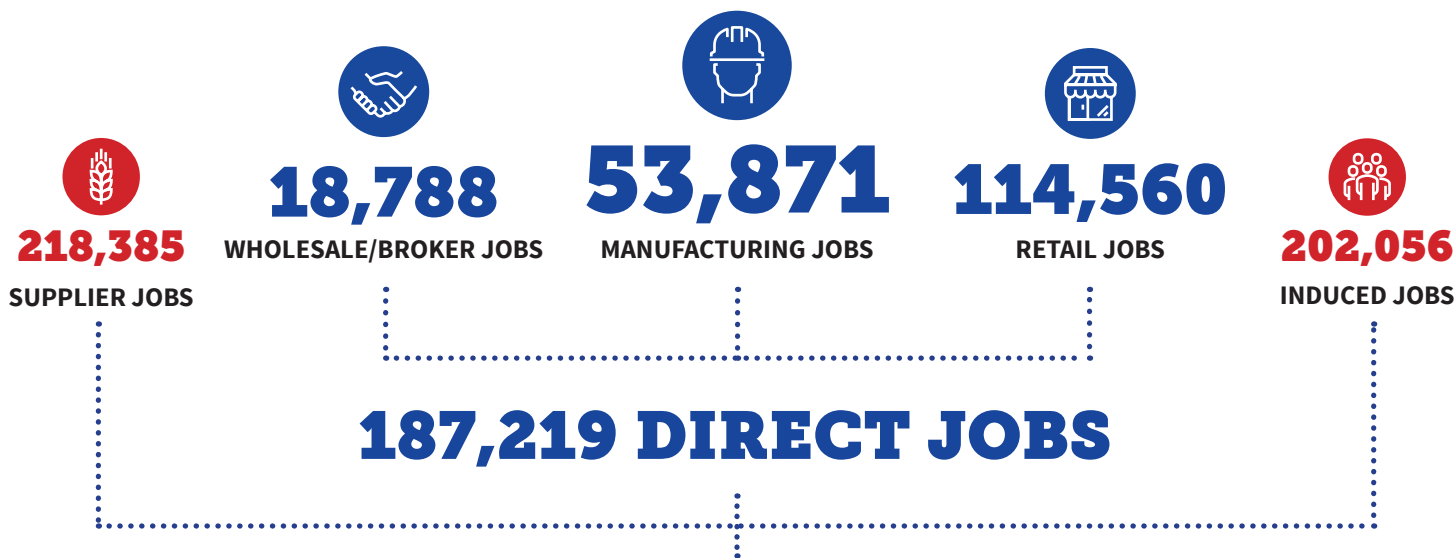


# THE POWER OF Sweet

Making chocolate, candy, gum and mints, our industry plays an important role in the U.S. economy. We create good-paying jobs in the manufacturing sector in the U.S., and support thousands of additional American jobs as we sell our products in the marketplace, and source our ingredients, packaging and transportation. Additional jobs, known as induced jobs, are supported through the re-spending of wages throughout the supply chain.

## THE UNITED STATES

### JOBS IN THE U.S.



# 607,660 TOTAL JOBS

### DIRECT ECONOMIC IMPACT IN THE U.S.



### NATIONAL MULTIPLIER EFFECT

**ONE** U.S. confectionery manufacturing job  
**SUPPORTS**  
**TEN** other jobs in the U.S. economy



### NATIONAL IMPACT

**\$36B** in confectionery retail sales\*; **\$1.8B** in manufacturing exports\*;  
and nearly **1,300** manufacturing facilities in all **50** states

Source: John Dunham & Associates 2018, New York, NY  
\*210 Analytics, Global Trade Atlas

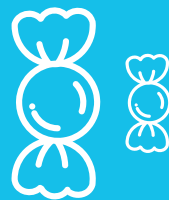
\*\*Figure includes business taxes paid in direct, supplier, and induced industries.

## SUPPORTING THE COMMUNITIES WHERE WE LIVE & WORK



Our leadership and community involvement goes beyond the candy aisle in the grocery store. The confectionery industry has a long-standing history of corporate social responsibility. Engaging in sustainability programs, our member companies are working hard to ensure that every stakeholder in our entire value and supply chain wins - from farmers to our retail customers. The impact of this strong, thriving, innovative industry echoes across the country, where these companies are helping make life a little better. We are creating American products with American workers in cities and towns throughout the United States.

## RESPONSIBILITY & INNOVATION



### INNOVATIVE PRODUCTS

Candy is a special treat that has played an important role in cultural traditions and seasonal celebrations for thousands of years. We make a wide variety of options - available in packages ranging from fun size to share size - that can bring a little enjoyment to any occasion.

### RESPONSIBLE MARKETING

We're committed to marketing our products responsibly. The industry's largest candy companies have joined the Children's Food and Beverage Advertising Institute (CFBAI), and several other companies have joined the Children's Confectionery Advertising Initiative (CCAI).



### CLEAR CALORIE LABELS

We're empowering consumers to make informed choices. Front-of-pack label information puts calories for the full package at consumers' fingertips, helping them manage their sugar intake while enjoying their favorite treats.

## ALWAYS A TREAT INITIATIVE



America's leading chocolate and candy companies are committed to providing consumers with information, options and support as they enjoy their favorite treats. In the next few years, consumers will see tangible changes in the marketplace as a result of our Always A Treat Initiative, including the availability of smaller pack sizes, portion guidance and clear calorie labels right on the front of the pack.

Announced in May 2017, this initiative is a five-year commitment with the Partnership for a Healthier America, a highly regarded nonprofit organization that will help us track and verify this meaningful initiative. Our progress will be monitored and reported to PHA in conjunction with a well-respected, nonpartisan policy research organization called the Hudson Institute.



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**#PowerOfSweet**

