

Press release ISM 2026

Eduard Edel GmbH candy factory

WakeUp coffe candy now available as flowpack

At the last ISM, the WakeUp Coffee Candy celebrated its premiere in a 45g zip-lock bag. Some candies were packaged in flowpacks for distribution at the trade fair. The flowpacks attracted so much attention, that the idea for a new packaging variant was born. The new product is now ready for market and available in a practical 350g dispenser box. The box contains at least 100 individually flowpacked WakeUp Coffee Candies, making it ideal for meeting rooms, conference hotels, car dealerships, restaurants, or any company that wants to offer their employees, customers, or visitors a little pick-me-up. The WakeUp Coffee Candies have also evolved in other ways. In addition to the 15-bag counter display, an eye-catching floor stand in Chep format is now available. This can hold up to 108 candies on an integrated hook wall. This stand brings additional attention, especially for launches in supermarkets or gas station shops. The Coffee Wake-Up Candy impresses with its unique, sophisticated coffee flavor and the addition of caffeine. The candy, shaped like a coffee bean, combines wholesome enjoyment with an energy boost and a powerful wake-up effect.



Picture: The new dispenser box contains 350g flowpacked WakeUp coffee candies.