



Rich's Reintroduces New & Improved Candy Bar Avalanche with New Packaging

4/21/09 – Rich's is pleased to announce our reintroduction of the "New & Improved" Candy Bar Avalanche. The improved cup uses more chocolate covered peanuts and thicker waves of caramel that are distributed throughout the entire product. The product can be easily identified and distinguished by the new lid stating "NEW & IMPROVED" on the product. Bulk boxes of the product are identified with code dates of 9111 or higher.

New Lid



Old Lid

