

# Halloween Tale

Ones upon a time we  
decided to choose mo..

Why we do love them?  
Does the sugar perce..

Whos positive  
memories make each ..



HELLOWEEN CANDY BUTTLE  
**"Some of them want to use you,  
some of them want to get used by  
you!"**

82 candy goes head to head  
8,371 people wote



|    |                             |     |
|----|-----------------------------|-----|
| 1  | Chewey Lemonhead Fruit Mix  | 84% |
| 2  | Jawbusters                  | 82% |
| 3  | Trolli Sour Bites           | 82% |
| 4  | Junior Mints                | 77% |
| 5  | Runts                       | 77% |
| 6  | Peanut M&Ms                 | 73% |
| 7  | Werther's Original Caramel  | 73% |
| 8  | Lemonhead                   | 73% |
| 9  | Skittles original           | 71% |
| 10 | Tootsie Roll Juniors        | 71% |
| 11 | Skittles wildberry          | 69% |
| 12 | Sugar Daddy                 | 68% |
| 13 | Haribo Twin Snakes          | 67% |
| 14 | Welch's Fruit Snacks        | 67% |
| 15 | 3 Musketeers                | 67% |
| 16 | Nik L Nip                   | 66% |
| 17 | Snickers                    | 66% |
| 18 | Ring pop                    | 64% |
| 19 | Almond Joy                  | 63% |
| 20 | Sugar Babies                | 62% |
| 21 | Laffy Taffy                 | 61% |
| 22 | Hershey's Kisses            | 60% |
| 23 | Nerds                       | 60% |
| 24 | Caramel Apple Pops          | 59% |
| 25 | Lifesavers big ring gummies | 57% |
| 26 | Hershey's Krackel           | 57% |

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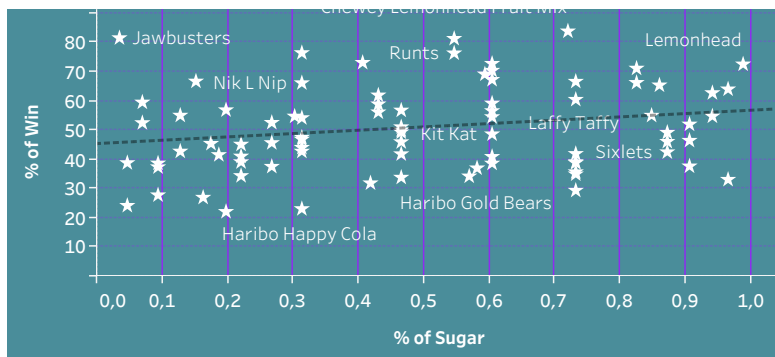
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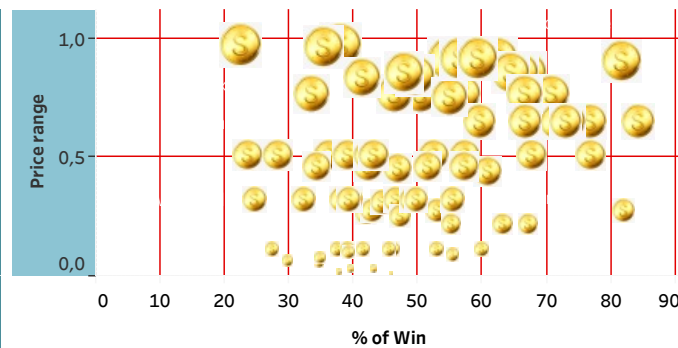
## The Rule of Candy Attraction

Highlight your Candy  
Nessun elemento evidenziato

**Are the sweeter ones more desirable?**



**Are more expensive ones more desired?**



## Who produces more candy winners?

|   |   |  |   |                                      |  |                                      |                               |
|---|---|--|---|--------------------------------------|--|--------------------------------------|-------------------------------|
| Trolli<br>Ave win:82%<br>N of Candy: 1    | Welch<br>Ave win:67%<br>N of Candy: 1               | Ferrara<br>Ave win:60%<br>N of Candy: 6                  | Mars, Incorporated<br>Ave win:55%<br>N of Candy: 14 | Sunrise Confections<br>Ave win:46%   | Allen Candy Company<br>Ave win:43%     | Haribo<br>Ave win:40%<br>N of Candy: | Russell Stover<br>Ave win:35% |
|   | Wonka Candy Company<br>Ave win:66%<br>N of Candy: 3 | Tootsie Roll Industries<br>Ave win:58%<br>N of Candy: 12 | American Licorice Company<br>Ave win:52%            | Cadbury Adams Company<br>Ave win:43% | Nestle<br>Ave win:42%<br>N of Candy: 9 | Spangler Candy Company               | Impact                        |
| Werther's<br>Ave win:73%<br>N of Candy: 1 | Topps<br>Ave win:64%<br>N of Candy: 1               | Zeta Espacial S.A.<br>Ave win:57%<br>N of Candy: 1       | Hershey's Company<br>Ave win:48%<br>N of Candy: 16  | Oak Leaf Confections<br>Ave win:43%  | Perfetti Van Melle<br>Ave win:41%      | Ce De Candy, Inc.                    | Just Born, Inc.               |

Ave % of Win



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If the Candy sugar percent and it's price don't matter for  
the win,  
why do we prefer some Candies?..

Whose memories matter?

