

French Anis de Flavigny candy debuts pocket-sized packs

These hand made candies have a new convenient package for Canadian consumers

By Canadian Grocer staff | April 16, 2014



Anis de Flavigny candy was first produced several hundred years ago and today, they're processed in the same way.

The Anis de Flavigny little white pearls of green aniseeds are covered in flavoured liquid sugar and still made by hand in the French village of Flavigny.

The company launches a new pocket sized Anis de Flavigny package this fall that retails for \$2.49. The candies can still be purchased in the 50g tin box for \$3.99

They're free from artificial flavours, colours and sweeteners and are GMO-free.

Anis de Flavigny come in a range of flavours, from spiced to floral, including: anise, orange blossom, mint, liquorice, rose and violet.

They're available in Ontario at Denninger's, Goodness Me, and Pusateri's; and at Fairway Market and Urban Fare in B.C.

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○ Farmers. Less being grown means less is wasted. ○ Manufacturers. Small steps, like packaging design with food waste in mind, can have a huge impact. ○ Retailers. Ensuring food doesn't fall on the floor during processing, or avoiding large sales like buy-one, get-one deals discourages waste. ○ Consumers. Curbing shopping habits as well as cutting down tendencies to throw out still-edible food.

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