



FOR IMMEDIATE RELEASE

June 2022, Nanuet, NY - Dorval Trading Co., Ltd. announces a rebranding of their TOP POPS® line!

DORVAL has recently unveiled their latest improvements to the **TOP POPS®** brand! The display box graphics are completely new, with a more modern, clean and fun image for the line. Each box is bright and colorful, and will really stand out on the shelf. The boxes continue to feature the individual slots for showing the pops as a creative way to draw attention to the amazing flavors offered.

The **TOP POPS®** are also GMO and Gluten free and those logos have been highlighted on the main panel of the displays for maximum visibility.

Along with a new look, **DORVAL** has extensively tested and reformulated the pops to achieve a longer shelf life of 2 years!

TOP POPS® are available in 5 of the same flavor varieties as before- Blazpberry® (Red & Blue Raspberry), Strawberry, Watermelon, Strawberry/Lemon and Assorted which contains all four flavors in one box.

DORVAL has long prided itself on featuring products that deliver the highest quality of taste, and the recent rebranding of the **TOP POPS®** line is just another way **DORVAL** continues to keep in line with market trends and consumer demand.

The new **TOP POPS®** are available to ship now!

About Dorval Trading Co., Ltd.

Dorval Trading Co., Ltd., is an importer of an extensive range of high-quality confectionery products from major manufacturers around the world. Dorval has grown into a significant presence in the confectionery and specialty distribution arena. Dorval celebrated their 56th anniversary in business in 2022. For more information, contact Dorval Trading Co., Ltd. at (800) 367-8252 or at info@dorvaltrading.com, or visit our website at www.dorvaltrading.com.