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PRESS RELEASE — FOR IMMEDIATE RELEASE

Dorval Trading Co., Ltd. Celebrates 60 Years as a Leader in Confectionery Innovation and Brand Building

Nanuet, NY — April 2026 — Dorval Trading Co., Ltd., a pioneer in confectionery importing and brand building, is proudly celebrating its 60th anniversary—marking six decades of shaping the U.S. sweets market through innovation, strategic partnerships, and an unwavering commitment to quality.

Founded in 1966 by Jack and Florence Cappel, Dorval began as a small but ambitious importer, introducing unique South American confections to American consumers. That entrepreneurial spirit quickly paid off when a major grocery chain authorized Dorval products in more than 2,000 stores nationwide—an early breakthrough that laid the foundation for sustained growth and national expansion.

Over the years, Dorval has evolved into a force known for transforming emerging products into category-defining brands. Its marketing-driven approach and disciplined execution have helped bring some of the most recognizable names in confectionery to life. Among them is Sour Power®, which celebrated its 40th anniversary in 2025 and is widely credited with helping to ignite the sour candy phenomenon in the United States. The company also carries a diverse portfolio of strong brands, including Top Pops® Taffy Pops and Rendez Vous® All Natural Hard Candies, sourcing distinctive products over the years from Western Europe, Latin America, Mexico, and South America.

“Reaching 60 years is more than a milestone—it’s a reflection of the values that have guided us from the very beginning: integrity, innovation, and partnership,” said Roberta Cappel, who has led the company since 1992. “Our mission has always been clear—build brands that drive meaningful growth for our retail partners, provide unmatched market expertise to our suppliers, and deliver exceptional products that consumers love.”

Dorval's longevity is rooted in a focused and disciplined strategy. By concentrating on select product lines and executing high-impact merchandising and push-program initiatives, the company consistently drives category growth. Its experienced teams collaborate closely with suppliers and retailers to maximize distribution, elevate in-store performance, and create engaging point-of-sale experiences that resonate with today's shoppers.

Backed by a robust operational infrastructure—including efficient inventory management, competitive warehousing, and nationwide distribution capabilities—Dorval ensures seamless execution across all retail channels. This operational excellence has made the company a trusted partner across mass retail, specialty, and distribution networks nationwide.

From its headquarters in Nanuet, NY, Dorval continues to expand its footprint through deep relationships with key retailers, distributors, and global manufacturing partners. This collaborative model has fueled steady growth and reinforced the company's reputation as a leader in brand development and category insight.

"As we celebrate this 60-year milestone, we're not just looking back—we're looking ahead," added Cappel. "We remain deeply committed to the principles that built Dorval and excited to continue bringing innovative, high-quality confectionery products to the U.S. market for decades to come."

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