



FOR IMMEDIATE RELEASE
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COW TALES® TO SET A WORLD RECORD AT THE 136th MARYLAND STATE FAIR

BALTIMORE, MD (June 28, 2017) – Goetze’s Candy Company, Inc. announces that they will be setting an all new world’s record at the Maryland State Fair this year with the largest Cow Tales® ever recorded. Typically one ounce in size and approximately 7 inches in length, Cow Tales® are a soft, chewy caramel wrapped around a decadent cream center. “We intend to produce the largest Cow Tales® anyone has ever seen,” stated Mitchell Goetze, CEO of Goetze’s Candy Co., Inc. “To commemorate the 136th Annual Maryland State Fair, our goal is to create a Cow Tales® that measures approximately 10 feet in length.” The ginormous Cow Tales® will be featured in front of the Bulk Candy Store inside the Exhibition Hall. The last few days of the fair, the Bulk Candy Store will be selling pieces of this record setting Cow Tales® with all the proceeds benefiting the Maryland State Fair Scholarship Fund.

Cow Tales® debuted in 1984 as a companion product to the very successful Caramel Creams® sweet treat. The fun shape and quirky name lent this new item to the younger demographic. Caramel Creams® were often referred to as Bulls-Eyes® due to the unique round shape of the caramel with a white center. The name Cow Tales® was created by playing off the Bulls-Eyes® name but with a little twist in the end. “Tales” refers to the childhood Fairy Tales and was noted in the cow jumping over the moon that was once featured at the end of the Cow Tales® logo. For more information about the Cow Tales® or Goetze’s Candy Company, Inc., visit www.goetzecandy.com.

The 136th unFAIRgettable MY Maryland State fun begins with Preview/Ridemia night on Thursday, August 24. Maryland State Fair buildings, among them **the Exhibition Hall where the world’s largest Cow Tales® will be located**, barns, Midway rides, games and food, Thoroughbred and/or Simulcast horse racing, and more will open on **Friday, August 25 – Monday, September 4**. For details visit www.marylandstatefair.com.

---About Goetze’s Candy Co., Inc.: “We make a unique combination of caramel and cream that you will always remember”.

Goetze’s Candy is a fifth generation, family owned company located in downtown Baltimore, MD. Founded in 1895, we are celebrating 122 years of making sweet treats in the USA. Since the 1940’s, our staple product has been Caramel Creams® --- a soft, chewy caramel wrapped around a decadent cream center --- a tasty, iconic American treat. In 1984, Goetze’s Candy introduced Cow Tales®, an elongated version of the classic Caramel Creams®.

Today, Caramel Creams® are available in six flavors ---“original” vanilla, chocolate, “original” chocolate, strawberry, apple, and licorice. Cow Tales® are available in four flavors --- “original” vanilla, chocolate, strawberry, and apple.

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