



FOR IMMEDIATE RELEASE

Nassau Candy Debuts Exclusive Confectionery Creations at Sweets & Snacks 2021

June 23, 2021 Indianapolis, Indiana — Nassau Candy, leading wholesale manufacturer of specialty and private label confections, will reveal its latest crop of factory-fresh chocolate and exclusive gummy creations at Sweets & Snacks 2021 (Booth # 21628). New to the Nassau Candy roster – hot chocolate bombs, milk chocolate cake batter, milk chocolate covered red fish, milk chocolate sea salt caramel sandwich cookies, donut holes, a family-sized s'mores kit, and gummy glitter stars and moons.

“2020 into 2021 has been all about comfort and snacking, with chocolate, anything s’mores, and little bites of indulgence topping the must-have list,” says Les Stier, CEO and founder of Nassau Candy. “This year, we’re ahead of the trends, giving customers all their favorite comforts with new twists they will really appreciate. We’re excited to share new products bursting with chocolate, decadent pieces of batter and dough, as well as snacks to get the whole family in on the fun.”



S'more Family Fun That's the Bomb

Customers are being drawn to family time like never before. Now's the time to create an atmosphere exploding with excitement and rich chocolate flavors with hot chocolate bombs from Nassau Candy's Clever Candy line. Rich chocolate orbs filled with hot chocolate toppings like mini marshmallows melt and burst when dunked into a mug of hot milk. Wrap it up with packaging that features vibrant colors and these hot chocolate bombs blow the traditional hot chocolate experience out of the water.

Sales of s'mores flavored foods and confections soared in 2020. That trend heats up in 2021 and Nassau Candy responds by expanding their popular AmuseMints S'mores kits to a Family Size kit, complete with marshmallows, milk chocolate bar, and crisp graham crackers. Combine with colorful packaging featuring a campfire, and this kit is a hot item for hotels and tourist destinations.

Nassau's Got you (Chocolate) Covered

Riding the wave of the chocolate craze, Nassau Candy is introducing Milk Chocolate Covered Red Fish for its bulk and bulk reseller category in 2021. Nassau Candy's rich, creamy milk chocolate is extra indulgent when coating an iconic fruity, chewy red gummy fish. It's o-fish-ally the best of both chocolate and gummy worlds.

For those businesses looking to update their point-of-sale selection, there's Milk Chocolate Covered Cake Batter from Nassau's AmuseMints brand. Chocolate-covered pieces with a rich cake batter flavor center are even more appealing when packaged in a vibrant retro style graphic peg bag sporting a bowl and a whisk.

For specialty chocolate sellers, Nassau Candy introduces Milk Chocolate Sea Salt Caramel Sandwich Cookies. Bite-size chocolate sandwich cookies are topped with freshly made, buttery sweet caramel, covered in creamy gourmet milk chocolate, and carefully sprinkled with sea salt for a premium presentation.

An Ace in the Hole

Baked goods are another top craving, and inspiration for Nassau Candy's bulk Donut Holes and AmuseMints' Donut Holes peg bag. All that sweet, cakey goodness of a frosted donut in a poppable candy. The bright pink speckled shell beckons customers to have a taste and creates a fun and colorful presentation in bulk candy displays. Add in a colorful peg bag all speckled in sprinkles and letters shaped like donuts and you have an instant eye-catching presentation for any impulse section.

A Star is Born

Nassau Candy is known for its exclusive Clever Candy gummy collection, featuring the latest in shapes, colors, and flavors. New for 2021 are the bulk Gummy Glitter Sour Stars and Moons. Based on customer demand for space-themed confections, the new star and moon shaped gummies sport sparkling sour sugar for an alluring twinkle. Clever Candy Gummy Glitter Sour Stars and Moons are great as favors for space-themed parties, baby showers, unicorn parties, and countless other special occasions.



Nassau Candy will also be one of the first to merchandise its bulk offerings in the latest bulk candy display from Siffron, a leader in retail merchandising and loss prevention. The display features scoop bins in a tiered assembly for easy access and visibility to the product levels in the bins. For added food safety, each bin is equipped with a membrane to seal out harmful contaminants when not in use, in addition to scoop holders, self-closing lids, and a sugar tray underneath. Changing the bin sizes and types is simple due to the display's modular design. Also included with the display is a bag holder that can be placed anywhere on the fixture.



About Nassau Candy

Nassau Candy is a wholesale manufacturer and distributor of confectionery and gourmet food products. Along with distribution of thousands of sweets and snacks to retailers across the country, the company also specializes in private label confectionery, and manufactures, develops, and merchandises customized souvenir, food, apparel, and promotional products.

From its six strategically located distribution centers in New York, Florida, Michigan, Texas, and California (San Francisco and Los Angeles) and two manufacturing facilities, the company manufactures and distributes more than 10,000 products to thousands of customers ranging from the largest retailers in North America, to thousands of independent confectionery stores, corporate, foodservice, grocery, and alternative market customers.

For more information on Nassau Candy please visit www.nassaucandy.com.

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