

NASSAU CANDY

Specialty Confections & Fine Foods

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Nassau Candy's Clever Candy Launches New Everyday Packaged Line at Sweets & Snacks 2022



Chicago, May 24, 2022 — Nassau Candy, leading manufacturer of specialty and private label confections, is launching an **exclusive packaged line under its Clever Candy Brand** at Sweets & Snacks 2022 (Booth # 11948). The expansion of the Clever Candy range offers retailers and their customers a whole new way to enjoy their favorite playful and whimsical confections.



The inaugural products in Nassau Candy's Clever Candy line will be **packaged versions of the company's bold and flavorful Sour Sidekicks**, which were introduced earlier this year in bulk only. Sour Sidekicks are sour gummies 2.0 — offering a delightful chew, brilliant colors, intense fruity flavors, and gleaming with a coating of pucker-inducing sour sugar. First only available in bulk, now Sour Sidekicks will be offered in a **5 oz peg bag and 3 oz theater box**.



Geared towards the super-visual Generation Alpha, the new Clever Candy packaging is graphically engaging and interactive, and like the tagline says, is sure to “make your sweet tooth smile.” Both the peg bag and theater box feature the brand's signature “splats” in vivid colors with the Sidekicks candy characters in playful poses. While customers are snacking, they can engage with the riddles and jokes on every package, adding to the entertaining experience. All these elements forward Clever Candy's mission “To spark imagination and creativity in every bite.”

“Our Clever Candy bulk line is wildly popular, so it only made sense to offer the beloved bulk confections in a packaged line,” says Andrew Reitman, Executive President, National Branded Confections for Nassau Candy. “This offers additional merchandising options for our current bulk customers, while opening up the fun and flavor of the Clever Candy experience to a whole new retailer and customer base.”

Plans are already in place to quickly expand the Clever Candy packaged line to include additional bulk favorites. The next phase of the packaged rollout will include Fishie Friends — both red and assorted colors/flavors. Following Fishie Friends will be packaged versions of gummy Bestie Bears, single

colors/flavors, as well as assorted. Package design will be consistent across all offerings, allowing retailers to create visually stunning and impactful merchandising displays.

To check out the entire Clever Candy line, visit www.nassaucandy.com.



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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