

NASSAU CANDY

Specialty Confections & Fine Foods

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Nassau Candy Debuts Clever Candy Christmas Collection at Sweets & Snacks 2022



Chicago, May 24, 2022 — Nassau Candy, leading wholesale manufacturer of specialty and private label confections, will debut its **2022 Clever Candy Christmas Collection** at Sweets & Snacks 2022 (Booth #11948). In addition to the traditional seasonal assortment of premium chocolate bars, and playful holiday-themed gummies, new for 2022 are confection kits specifically for the holiday season — the **Elf Activity Kit** and the **Gingerbread House Candy Kit**.



The **Elf Activity Kit** is geared towards moms and dads of Generation Alpha, offering all the candy needed for 5 nights of elfish antics. Included in the kit are such fun and mischievous activities like “Santa is Watching,” “Elf Bubble Farts,” and “Reindeer Poop.”



Clever Candy's **Gingerbread House Candy Kit** looks to amp up the family holiday favorite – decorating gingerbread houses. Its selection of stunning candy canes, nonpareils, dextrose candies, and gummies offer everything they need to transform their gingerbread houses from fixer to fabulous.

Building on the recently announced everyday packaged line, Clever Candy's 2022 Christmas Collection packaging will feature a consistent look and feel to make seasonal merchandising simple.

“Our 2022 Clever Candy Christmas Collection is all about fun festivities while offering turnkey solutions,” says Andrew Reitman, Executive President, National Branded Confections for Nassau Candy. “Turnkey from a merchandising perspective, with all our

packaging including a consistent look and feel for impactful displays, and also turnkey for our customers' customers, offering them ways to have readymade fun with friends and family.”

To view the entire Clever Candy Christmas Collection, visit Nassau Candy's Sweets & Snacks Booth #11948, or head to 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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