

FOR IMMEDIATE RELEASE

Nassau Candy Showcases First Products of Clever Candy® Everyday Packaged Line at 2023 Sweets & Snacks Expo

Includes a Variety of Classic, Aquatic, Food-inspired, and Sour Gummies

CHICAGO, MAY 9, 2023 — Nassau Candy, leading manufacturer of specialty and private label confections, will showcase the flagship products in its **exclusive Clever Candy® Everyday Packaged Line** at the 2023 Sweets & Snacks Expo (Booth #11948). The range features peg bags of Clever Candy's wildly popular bulk gummies, offering a whole new way for retailers to merchandise and customers to enjoy.

Geared towards the super-visual Generation Alpha, packaging for the Clever Candy line is graphically engaging and interactive, and like the tagline says, is sure to "make your sweet tooth smile." The peg bags feature the brand's signature "splats" in vivid colors with the corresponding confections prominently displayed in playful poses.

While customers are snacking, they can engage with jokes, or fun facts on every package, adding to the entertaining experience. All these elements forward Clever Candy's mission "To spark imagination and happiness in every bite."

The initial release of the packaged line will include **twelve 4 oz peg bags** of the following items:

- **Killer Sharks** — Best-selling shark gummies in "jawsome" raspberry flavor.
- **Wacky Whales** — Whimsical gummy whales with a berry filling sure to blow them away.
- **Snappy Sharks** — Brilliantly colored raspberry shark gummies with a satisfying marshmallow belly create "fin-tastic" gummy magic.
- **Sour Cherry Cola Bottles** — Gummy soda bottles boasting big cherry cola flavor with the shimmer of sour sanding sugar.
- **Sour Cola Bottles** — Iconic cola flavor gets refreshed in chewy cola bottle gummies with a shimmering sour sanding sugar finish.
- **Pucker Up Peachy Hearts** — A classic done to perfection. Gummy hearts in popular sour peach flavor with an extra shine and zing from sour sanding sugar.
- **Tart Twin Cherries** — Exquisitely detailed two-tone gummies with a cherished sour cherry taste.
- **Bold Bestie Bears** — Triple the gummy bear fun. Each bear sports two flavors — orange and strawberry; lemon and strawberry; apple and strawberry; and strawberry and strawberry sandwiching a marshmallow center, topped off with a sprinkling of sour sanding sugar.

- **Bitty Bestie Bears** — Bite-sized gummy bears bursting with big fruit flavors like apple, strawberry, orange, raspberry, currant, and lemon.
- **Flashy Frogs** — Tri-colored gummy frogs featuring the flavor trio cherry, lemon, and cola are hopping good fun.
- **Trusty Turtles** — Tri-colored caramel gummy turtles are a shell-ecration in every bite.
- **Ripe Apple Rings** — Two-tone gummy rings in popular tangy apple flavor with shimmering sanding sugar are bushels of fun.

“The Clever Candy Everyday Packaged Line was curated with our retail service partners without bulk capabilities in mind,” said Andrew Reitman, Executive Vice President, National Brand Confections for Nassau Candy. “Made up of an assortment of our best-selling bulk items, the Clever Candy Everyday Packaged Line provides an opportunity for retail service partners to increase their confectionery offerings with skus we know will resonate with their customer base.”

This introduction is only the first phase of the Clever Candy Everyday Packaged Line. There are already plans to expand as new trends, shapes, and products emerge. There will also be seasonal rollouts for all major holidays.

The Clever Candy Everyday Packaged Line is in stock and shipping now. To check out the entire Clever Candy Everyday Packaged Line, visit www.nassaucandy.com/clever-candy-collection.

About Nassau Candy

Nassau Candy is a wholesale manufacturer, importer, 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 manufacturing and importing 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.

About Clever Candy

Clever Candy, a brand of Nassau Candy, is the source of playful and whimsical packaged and bulk confections that “make your sweet tooth smile.” From gummies, to licorice, to dextrose, to chocolate, to seasonal creations, Clever Candy looks to spark imagination and happiness in every bite.

To view everything Clever Candy has to offer, visit www.nassaucandy.com/brands/clever-candy.

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