

## **FOR IMMEDIATE RELEASE**

### **Nassau Candy Unveils Holiday Collection at 2023 Sweets & Snacks Expo** *Features An Assortment of Classic and Trending Confections*

**CHICAGO, MAY 16, 2023** — Nassau Candy, leading manufacturer of specialty and private label confections, will unveil its **Nancy Adams and Clever Candy® Holiday Collections** at the 2023 Sweets & Snacks Expo (Booth #11948). Featuring classics like peppermint bark, to playful peg bags — even Hanukkah options. This year's holiday rollout from Nassau Candy's manufactured brands offers gifting possibilities for every category.

#### **Nancy Adams Adds A-DOUGH-Able New Bark**

The Nancy Adams brand is known for classic, wholesome holiday confections like peppermint bark, chocolate truffles, and molded chocolates.

But peppermint isn't the only classic flavor Nancy Adams is serving up this holiday. New for 2023 – **Nancy Adams Cookies & Crème Bark Tin**. A classic cookies & crème bar gets elevated with huge cookie pieces speckling creamy, sweet white chocolatey confection. The tin adds to the presentation, making Nancy Adams Cookies & Crème Bark Tin great for stocking stuffers, holiday food gift baskets, or even leaving out for Santa.

#### **Clever Candy Holiday Lightens up the Season with Fun and Humor**

Nassau Candy's playful brand, Clever Candy, will highlight the fun-ier side of the holidays through peg bags, chocolate bars, and activity kits full of dynamic graphics and punny sayings.

Building off the success of the **Elf Activity Kit** and **Gingerbread House Candy Kit**, introduced last year, Clever Candy will release updated kits featuring even more candies.

The **Elf Activity Kit** now offers all the candy needed for 7 nights of elfish antics. Included in the kit are new fun and mischievous activities like "Making Breakfast," "Gone Fishing," "Bubble Bath," and "Elf Poop."

Version 2.0 of Clever Candy's **Gingerbread House Candy Kit** has a wider selection of decorations to transform their gingerbread houses from fixer to fabulous. Some candies included in the kit this year are items not normally seen in traditional gingerbread house kits like gummy gingerbread men, nonpareils, crushed peppermint, and jelly wreaths.

The kits join Clever Candy's line of playful, humorous holiday peg bags and chocolate bars. Highlights to this year's collection include the **Flake it to You Make it Peg Bag**, filled with gummy glitter snowflakes and the **Merry Kicks-Mas Peg Bag**, full of gummy sneakers. New for the chocolate side is the **Holidays are My Jam** milk chocolate bar with a raspberry jam filling.

#### **Clever Candy Shows the Lighter Side of Hanukkah**

Clever Candy doesn't leave Hanukkah out of the playful antics. This year they're releasing a **Boom Shaka Latke** milk chocolate bar with potato chips. On the gummy side of things, there's **Party Like a Lox Star Peg Bag** filled with assorted chewy candy fish.

All Clever Candy Holiday items have a consistent look and feel to the Clever Candy Everyday Packaged line of gummies, allowing them to be merchandised in line with one another.

“This year’s Holiday Collection looks to build upon our best-sellers and holiday favorites, while offering customers a new way to enjoy and celebrate,” said Andrew Reitman, Executive Vice President, National Brand Confections for Nassau Candy. “The classic look of our Nancy Adams items creates an elegant feel, while our Clever Candy holiday collection offers a vibrant, more playful vibe.”

Nassau Candy’s Holiday Collection will be available for prebook in June and shipping in October. To check out the entire collection, visit [www.nassaucandy.com](http://www.nassaucandy.com).

### **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](http://www.nassaucandy.com).

### **About Nancy Adams**

Nancy Adams, a brand of Nassau Candy, is the destination for wholesome, expertly crafted specialty chocolate and packaged confections. The brand’s premiere pretzels and bark are a favorite for gifting during the holidays and beyond.

To view the entire Nancy Adams line, please visit, <https://www.nassaucandy.com/brands/nancy-adams>.

### **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](http://www.nassaucandy.com/brands/clever-candy).

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### **For More Information Contact:**

Heather Mayer  
Marketing & Communications Manager, Nassau Candy  
Email: [Heather.Mayer@nassaucandy.com](mailto:Heather.Mayer@nassaucandy.com)  
Phone: 516-433-7100 ext. 7673