

**FOR IMMEDIATE RELEASE**

**Nassau Candy Unveils Clever Candy® Single-Color Bulk Gumballs & Bestie Bears Gummies at Sweets & Snacks Expo 2023**

**CHICAGO, MAY 18, 2023** — Nassau Candy, leading manufacturer of specialty and private label confections, introduces the new kids on the bulk color block — **Clever Candy® Individual Color Bulk Bestie Bears Gummies** and **850 Count Single-Color Bulk Gumballs** at the 2023 Sweets & Snacks Expo (Booth #11948). Designed with bulk displays, candy charcuterie boards and candy buffets in mind, the bulk gumball and gummy Bestie Bear lines are full of bold flavors and vivid colors.

“Single-color and color blocked displays have grown in popularity everywhere from retail outlets to events, — even gender reveals, however, not a lot of manufacturers are creating large single-color bulk confection collections,” says Andrew Reitman, Executive Vice President, National Brand Confections for Nassau Candy. “Our new exclusive 850 Count Single-Color Gumballs and Individual Color Bestie Bears fill this hole while also improving on best-selling, iconic confections. Each item is great on its own, but when paired together will create a grand statement anywhere they’re presented.”

**Clever Candy Bestie Bears** turn the color and fruit flavor meters up to 12, offering 12 different flavor and color combinations all with a delightful soft chew. Included in the mix are classic flavors like cherry, orange, and grape, to more exotic like pineapple, mango, and grapefruit. The colors are just as vibrant, featuring bold shades of red, orange, green, blue, and purple.

**Clever Candy 850 Count Single-Color Gumballs** take the candy classic and injects the fun and excitement of the Clever Candy brand for a creation sure to, like their tagline says, “make your sweet tooth smile.” The 17 sku collection offers primary colors like bright red, green, and white. For a touch of elegance, the line also offers shimmer options including light pink, powder blue, silver, and gold. With a cornucopia of fruit flavors like blue raspberry, apple, banana, and classic bubble gum, Clever Candy 850 Count Single-Color Bulk Gumballs look as good as they taste.

In addition to bulk, the Single-Colored Gumballs and Individual Color Bestie Bears are available for private label packaged plan-o-grams. Nassau Candy already has plans in place to continue to grow its Clever Candy bulk and packaged offerings with new roll outs later in the year.

The Clever Candy Individual Color Bestie Bears and Clever Candy 850 Single-Color Gumballs are in stock and shipping. To check out the entire Clever Candy line, visit [www.nassaucandy.com](http://www.nassaucandy.com).

**Full List of Clever Candy Bestie Bear Colors and Flavors:**

Light Green – Lime Flavor  
Green – Watermelon Flavor  
Dark Green – Green Apple Flavor  
Purple – Grape Flavor  
Dark Orange – Orange Flavor  
Orange – Mango Flavor  
Light Orange – Grapefruit Flavor

Yellow – Lemon Flavor  
Light Yellow – Pineapple Flavor  
Deep Red – Strawberry Flavor  
Red – Cherry Flavor  
Dark Blue – Blue Raspberry Flavor

**Full List of Clever Candy 850 Count Single-Color Gumball Colors and Flavors:**

Royal Blue – Blue Raspberry Flavor  
Caribbean Blue – Blueberry Flavor  
Bright Pink – Bubble Gum Flavor  
Red – Cherry Flavor  
Green – Apple Flavor  
Orange – Orange Flavor  
Yellow – Banana Flavor  
Purple – Grape Flavor  
Black – Tutti Frutti Flavor  
White – Tutti Frutti Flavor  
Shimmer Light Pink – Tutti Frutti Flavor  
Shimmer Gold – Tutti Frutti Flavor  
Shimmer Turquoise – Cotton Candy Flavor  
Shimmer White – Tutti Frutti Flavor  
Shimmer Powder Blue – Tutti Frutti Flavor  
Shimmer Silver – Tutti Frutti Flavor  
Shimmer Lavender – Tutti Frutti Flavor

**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 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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