

FOR IMMEDIATE RELEASE

Nassau Candy Introduces Clever Candy® Big Bear Pop Giant Gummy Bear

HICKSVILLE, NY, NOVEMBER 1, 2023 — Nassau Candy, leading manufacturer of specialty and private label confections, is going BIG with the introduction of the **Clever Candy® Big Bear Pop Giant Gummy**. The individually packaged giant gummy bear pops will bring the oversized fun to impulse sections, gift baskets, and souvenir shops.

The Clever Candy Big Bear Pop is a supersized 8 oz gummy bear on a stick featuring classic fruit flavors like cherry, apple, blue raspberry, and orange. Keeping with the look and feel of the Clever Candy brand, each oversized gummy bear features brilliant graphics along with a joke or fun fact adding to the playful experience.

Clever Candy Big Bear Pop's packaging not only looks fun, but offers multiple merchandising options. The peggable packaging comes in a shelf display, allowing for vertical displays on a peg wall, product merchandised at a point of sale in the shelf display, or tucked in a gift basket.

Clever Candy Big Bear Pops are made with a palm oil free formula, meeting today's lifestyle trends.

"There's no denying that giant gummies get the attention due to their giant size," says Andrew Reitman, Executive Vice President, National Brand Confections for Nassau Candy. "With vibrant colors and iconic shape, our Clever Candy Big Bear Pops are sure to attract attention on their own, but can easily integrate with our other Clever Candy packaged confections for an even more impactful display."

Clever Candy Big Bear Pops are in stock and shipping. To check out the entire Clever Candy collection, visit 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.

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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