

FOR IMMEDIATE RELEASE

Nassau Candy's Launches Re-Designed Decades Box Nostalgic Candy Giftsets

HICKSVILLE, NY, DECEMBER 6, 2023 — **Nassau Candy**, leading manufacturer of specialty and private label confections, is unveiling a new look for its popular **Decades Box Nostalgic Candy Gift Sets**. The re-design serves up a more interactive experience, making the Decades Boxes more giftable, while featuring a new assortment of nostalgic goodies.

Each new Decades Box has the signature look and feel of the decade while still creating a cohesive presentation when merchandised together. But what makes the re-design extra fun and interactive are hidden facts about that particular decade incorporated into the design. This is intended to spark memories, conversation, and add to the nostalgic experience.

Not only does the new art make the Decades Boxes more appealing gifts, it also makes merchandising simple. The new package art is vertical on one side and horizontal on the other, allowing for multiple merchandising options.

Also new for the re-launch is the addition of a 2000's box. It joins the current Decades Box line which features 50's, 60's, 70's, 80's, and 90's boxes.

"Nostalgic candies are the most sought-after confectionery items," said Dana Rodio, Director of Brand Strategy for Nassau Candy. "Our re-designed Decades Boxes offer up their longtime candy favorites all in one place, while transporting them back in time with nostalgic imagery and fun facts. That's why the entire Decades Box line has long been a favorite gift for milestone birthdays and as party centerpieces."

The fully re-designed Decades Boxes are available and shipping. To see the entire line of Decades Boxes and other Nassau Candy gifting options, 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.

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