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Nassau Candy Broadens Gifting Offerings with New Candy Charcuterie Trays and Kits at 2026 Sweets & Snacks Expo

LAS VEGAS, MAY 7, 2026 — Nassau Candy, leading manufacturer of specialty and private label confections, is **adding to its gifting assortment** with the release of **additional Candy Charcuterie Trays** and the **debut of Clever Candy® Candy Kits**. Both will be introduced at the 2026 Sweets & Snacks Expo (Booth #1547).

These new introductions to Nassau Candy's gifting assortment follow the successful launch of Candy Charcuterie Boards at last year's Sweets & Snacks.

"Our Candy Charcuterie Boards have been so successful that we've decided to add more everyday options while expanding with a playful option for a younger audience with our Clever Candy Candy Kits," said Dana Rodio, Director of Marketing & Brand Strategy at Nassau Candy. "By combining some of our bestselling candies with rich and whimsical artwork, we're able to provide retailers with new and playful ways for consumers to celebrate those sweet moments year-round."

The **Nassau Candy Charcuterie Tray Line** simplifies the popular candy charcuterie platter with a preformed sectioned tray featuring an assortment of popular gummies, candies, nuts and chocolate. All trays come in colorful packaging which will appeal to customers looking for gifting options.

The latest additions to the **Candy Charcuterie Tray Line** offer new themes that appeal to a wide range of audiences. They include:

- **Beach Buddies Board:** Bring the beach vibes home with an assortment of sea-themed gummies including 3D filled gummy seashells, gummy lobsters, gummy filled whales, gummy fish, gummy sand sharks, gummy tropical starfish, and gummy sour sharks.
- **Gummy Bear Board:** A collection of beloved gummy bears in multiple forms, including sour gummy bears, crunchy gummy bears, triple layer gummy bears, 3D gummy bears, mini gummy bears, mini sour gummy bears, and classic assorted gummy bears.

The new **Clever Candy Candy Kits** feature curated candy assortments of popular and iconic brands with a playful theme. The initial rollout of the Candy Kits line includes:

- **Grandma's Purse Candy:** An assortment of old-fashioned candy favorites, like butterscotch buttons, starlight mints, fruit-filled candy, Mary Janes®, Bit-O-Honey®, root beer barrels, strawberry-filled candy, Tootsie Roll®, SweeTarts® Rolls, and Razzles®.
- **Sour Squad Kit:** A full assortment of sour candy favorites like Cry Baby® Sour Bubble Gum, Trolli® Sour Mini Brite Crawlers, Sour Punch® Twists, Toxic Waste Atomz, Laffy Taffy® Sour Apple, ICEE® Sour Candy Powder Test Tube, efrutti® Sour Mini Burger, Toxic Waste sour hard candy, and Warheads® Extreme Sour Candy.

- **Candy Chaos Kit:** A collection of top novelty candy, like Taffy Town® taffy, Mini Tootsie Pops®, Toxic Waste sour hard candy, Smarties® Candy Necklace, Smarties Rolls, Skittles® Fun Size, Laffy Taffy®, Jolly Rancher® hard candy, Jelly Belly® jelly beans and Push Pops®.

True to the Clever Candy brand, each kit's gift box features bold graphics and interactive elements like a joke or riddle, creating a playful presentation that appeals to Gen Alpha.

The new Candy Charcuterie Trays and Clever Candy Candy Kits will be available this summer. To view the company's entire range of gifting items, 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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