

**FOR IMMEDIATE RELEASE**

**Nassau Candy Debuts Italian Brainrot Collection at 2026 Sweets & Snacks Expo**  
*Chocolate & Gummies Inspired by Viral Memes & Videos*

**LAS VEGAS, MAY 12, 2026** — **Nassau Candy**, leading manufacturer of specialty and private label confections, will debut an **exclusive collection of gummies and chocolate featuring viral Italian Brainrot characters** at the 2026 Sweets & Snacks Expo (Booth #1547). A line under the Clever Candy® brand, the Italian Brainrot Collection is an assortment of gummy peg bags and chocolate bars featuring the humorous characters from the viral Italian Brainrot videos.

“Italian Brainrot videos and memes are some of the most searched content by Generation Alpha,” says Dana Rodio, Director of Marketing & Brand Strategy at Nassau Candy. “Our new Italian Brainrot Collection looks to play into the quirkiness and humor of these viral videos with dynamic packaging and product inspired by the top-searched characters, making retailers the destination for on-trend products.”

The initial rollout of the Clever Candy Italian Brainrot Collection includes the following products:

- **Tralalero Tralala Peg Bag:** A peg bag featuring Tralalero Tralala, a shark with sneakers, full of gummy sharks.
- **Bombardiro Crocodilo Peg Bag:** A peg bag featuring Bombardiro Crocodilo, a crocodile airplane, full of mini gummy crocodiles.
- **Strawberry Elephant Peg Bag:** A peg bag featuring Strawberry Elephant, an elephant with strawberry coloring, full of gummy strawberries.
- **Cappuccino Assassino Chocolate Bar:** A milk chocolate bar featuring Cappuccino Assassino, a coffee cup with knives.
- **Tung Tung Tung Sahur Chocolate Bar with Rice Crisps:** A milk chocolate bar filled with crispy, crunchy rice featuring Tung Tung Tung Sahur, a wooden figure holding a baseball bat.

Each character included in the Clever Candy Italian Brainrot assortment appears in videos with 5M+ views, meaning they’re the most recognizable and most desirable. The items are designed to be merchandised on their own or as a full merchandising display that will attract Gen Alpha shoppers.

The Clever Candy Italian Brainrot Collection is expected to start shipping in early June. To view the entire new Clever Candy range, visit [www.nassaucandy.com/brands/clever-candy](http://www.nassaucandy.com/brands/clever-candy).

**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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