

FOR IMMEDIATE RELEASE

Nassau Candy Expands Candy Cane Offerings

HICKSVILLE, NY, JULY 7, 2026 — Nassau Candy, leading manufacturer of specialty and private label confections, has unveiled the latest additions to its **Clever Candy® candy cane offerings**. New this year — the **Clever Candy Jolly Giant Candy Cane**, **Tutti-Frutti Rainbow Candy Cane** and **Candy Cane Crunch**.

These newest releases come after the successful launch of the Clever Candy Peppermint Candy Cane Bucket, Candy Cane Cradle and Mini Candy Canes for the 2025 Holiday Season.

“Our Clever Candy Peppermint Candy Cane assortment was so well received last year due to its quality and price point, that we have decided to expand the collection with even more of the classics that shoppers are looking for,” explains Dana Rodio, Director of Marketing & Brand Strategy at Nassau Candy. “These new additions are great stocking stuffers, gift toppers and dessert ingredients while bringing the playfulness and whimsy of the Clever Candy brand.”

Measuring approximately 10 inches high, full of peppermint flavor and featuring a vibrant gift box, the **Clever Candy Jolly Giant Candy Cane** is a wow novelty gift that plays well on social media.

The new **Tutti-Frutti Rainbow Candy Cane** is a colorful and flavorful twist on a candy classic, featuring a sweet, fruity flavor and rainbow stripes. The candy canes come in a cradle box that’s instantly familiar to shoppers and makes it easy to merchandise on shelves.

Candy Cane Crunch makes it easy to bring a pop of peppermint flavor to baked goods, chocolate creations and hot cocoa bars. Each resealable mini round tub is filled with classic red and white crushed peppermint pieces, allowing shoppers to incorporate them into different recipes or add as a topping.

All new Clever Candy Candy Cane items will feature bold, playful graphics, the signature Clever Candy splat along with a holiday-themed joke.

The Clever Candy Candy Cane items are available for purchase for the 2026 Holiday Season. To view the entire Clever Candy collection, visit, 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.

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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