

FOR IMMEDIATE RELEASE

Nassau Candy Introduces Clever Candy® Fruit Jelly Jewels™
An Elevated Version of a Candy Classic

HICKSVILLE, NY, SEPTEMBER 14, 2026 — Nassau Candy, leading manufacturer of specialty and private label confections, unveiled today its new **Clever Candy® Fruit Jelly Jewels™**. Fruit Jelly Jewels were created as a replacement for Sunkist Fruit Gems®, which are slowly being discontinued.

Just like the original, these elevated versions of a candy classic feature a soft jelly-like center with a crunchy sugar coating in a rainbow of fruit flavors.

Included in the assortment are classic Fruit Gems flavors like orange, lemon, grapefruit and lime, along with the unique, modern additions of cherry and blueberry. The new Clever Candy Fruit Jelly Jewels are made with no artificial colors or flavors, are kosher, gluten-free and peanut-free, appealing to today's shoppers.

"Jelly fruit candies have been around for a long time, but they're getting harder and harder to come by with Sunkist Fruit Gems sunsetting production," explains Dana Rodio, Director of Marketing & Brand Strategy at Nassau Candy. "With our new Clever Candy Fruit Jelly Jewels, we're looking to keep the fun going, with all the classic flavors that shoppers have come to expect, along with some surprises too."

The round shape of the fruit candies will be instantly familiar to shoppers. Clever Candy Fruit Jelly Jewels also come individually wrapped, allowing retailers to incorporate them into bulk bins, offer them in a container at point of sale as a changemaker display, or place them in corporate breakrooms as a snack.

Clever Candy Fruit Jelly Jewels are in stock and shipping. 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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For More Information Contact:

Heather Mayer

Content & Communications Manager, Nassau Candy

Email: Heather.Mayer@nassaucandy.com

Phone: 516-433-7100 ext. 7673