**CHOCOLATE INN** | **LANCO launches new web site and rebrand**

**FOR IMMEDIATE RELEASE**

**HICKSVILLE, NY – ASI Top-40 supplier** Chocolate Inn | Lanco (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802), has joined its different subsidiaries together under the new corporate name, NC Custom. The new name comes with a unified website, and salesforce, to drive sales of the company’s 3,000+ product offering to thousands of distributor partners every day.

The name NC Custom pays homage to Chocolate Inn | Lanco’s parent company, Nassau Candy, manufacturer and wholesale supplier of confectionery, gourmet food, and private label/customized travel and resort products. Under the rebrand, NC Custom will become the company name for the brands Chocolate Inn, Lanco and the newly-acquired brand ACE USA, supplier of premium custom outdoor apparel and hard goods. The brands will remain as the names for NC Custom’s dedicated product lines:

**Lanco**: budget-friendly hard and soft goods including wellness and health and beauty items

**Chocolate Inn**: personalized food and everyday gifting items

**ACE**: premium National Park and resort-inspired apparel and hard goods collection (which will be introduced in a limited rollout in Q4 with a plan for a full rollout in 2022 at PPAI).

Each brand is now integrated into one, streamlined web site, [www.nccustom.com](http://www.nccustom.com). The current Chocolate Inn and Lanco sites will also redirect to the new site.

 “We’ve found our customers wanted a one-stop-shop where they can purchase and combine items from all our brands, which was the inspiration for the new web site,” said Lance Stier, CEO of NC Custom, the promotional products arm of Nassau Candy, the parent company of the Chocolate Inn, Lanco, and ACE brands. “We brought together all of these items under a common design element, as we have done with success in the retail markets. This new design along with improved searchability and enhanced sales tools for our distributors, all to help round out the customer experience and drive sales.”

Updates included in the new web site launch include:

* Integrated site with all brands searchable
* Auto detection of country location (USA or Canada)
* A responsive design that adjusts to any device (desktop, mobile etc.)
* Digital Connect Services
* Downloadable sales tools in US, Canada, and client-friendly formats
* New blog and case studies section
* Sustainability section
* Theme and collections section featuring custom collections across all companies

“As we continue to grow and acquire new and exciting brands to offer our customers, it only made sense to refresh the company name and look for a more integrated branding experience,” said David Miller, President of NC Custom. “While the name might have changed, one thing will remain – our dedication to offering all customers concierge-level service.”

**ABOUT NC Custom**

With over 50 years of combined award-winning experience, NC Custom (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802), is a top-40 ASI Supplier, and the leading diversified manufacturer of 3,000 plus items, ranging across confectionery, mints, chocolate, hard goods, health and beauty, wellness, premium apparel and soft goods, servicing distributors in the promotional products industry. Chocolate Inn, a subsidiary of NC Custom, remains the only food vendor in the promotional products industry that is SQF certified - the highest global standard of food safety. The Company operates out of 2 world-class manufacturing facilities and features an industry-leading assortment of printing, packaging and decorating capabilities. As a leading hard goods and health and beauty manufacturer, Lanco, a subsidiary of NC Custom, also features extensive product customization capabilities, including custom formulated lip balm, sanitizer, candles, lotions and more.

For more information, please see www.nccustom.com.