

## Confections By Jelly Belly Makes UK Debut

Tuesday 17 June, 2014

For decades American fans have enjoyed the full range of high quality confections made by the Jelly Belly Candy Company, and now they are to be introduced to the UK market.

The range of everyday confections will be available in the popular Jelly Belly Gift Bags. With a shiny exterior to command attention, this new package communicates the gourmet quality of the Jelly Belly confections inside. A variety of shimmering bag colours make these Gift Bags the perfect premium treat and offer retailers new options in merchandising.

One of the confections - Candy Corn – has been produced by the company since the early 1900s (then known as the Goelitz Confectionery Company). It is a tri-coloured, triangular sweet, a truly iconic, heritage candy and one of the best-selling Jelly Belly confections.

The rest of range includes:

Licorice Bridge Mix  
Chocolate Dutch Mints®  
Raspberries & Blackberries  
Gummi Bears  
Sunkist Fruit Gems  
Unbearably Hot Cinnamon Bears

Tony Alfano Managing Director of Best Imports who imports Jelly Belly to the UK has been delighted with the retail response so far. "We did anticipate a high demand for this new range but it has exceeded our expectations" he said.

Jelly Belly Candy Company was founded in 1898 and began making Jelly Belly jelly beans in 1976. The company makes more than 100 flavours of Jelly Belly jelly beans and more than 80 different confections. Confections by Jelly Belly are made in a peanut-free facility and are certified OU kosher.

-Ends-

For further information please contact:

**Victoria Barclay**

**Tel: 020 7431 0235**

**Email: [victoria@jellybelly-uk.com](mailto:victoria@jellybelly-uk.com)**

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