Jelly Belly Celebrates International Women's Day

Thursday 6 March, 2014

Jelly Belly, creator of the original gourmet jelly bean® celebrates International Women's Day (Saturday March 8th) with a portrait of Rosie the Riveter made entirely from Jelly Belly jelly beans.

This iconic image represents the American women who worked in factories during World War 11, and who took entirely new jobs that replaced the male workers signed up to the military.

Today, Rosie the Riveter is commonly used as a symbol of feminism and women's economic power world-wide.

The portrait was made from over 10,000 jelly beans and took 5 weeks to create. The colour palette was drawn from 28 of the 50 "official" flavours of Jelly Belly including black Liquorice (President Ronald Reagan's favourite flavour) and fluffy pink Candy Floss and Bubble Gum.

It can take up to 21 days to make a single Jelly Belly jelly bean and each one is created using the best available ingredients. Each jelly bean contains just 4 calories and is free from fat, wheat, nuts, gluten, dairy and gelatine.

They are certified OU Kosher and are suitable for vegetarians . Jelly Belly jelly beans are available in Waitrose, M&S, Sainsbury, Tesco, Morrisons, all major department stores and the best independent sweet shops, garden centres and delis.

The full range of Jelly Belly product can be purchased at www.jellybelly-uk.com

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Media:



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