Jelly Belly Fans to Share “BeanBoozled Faces” in New Instagram Contest

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Anyone who has taken the BeanBoozled Challenge knows in an unhappy instance that they are chewing a weird and wild flavour like Canned Dog Food or Rotten Egg. Their reactions are almost uncontrollable. Smiles turn upside down, noses wrinkle, and eyes squint in a combination of disbelief and disapproval. Jelly Belly Candy Company invites fans of the popular BeanBoozled line in the U.S., Canada and the U.K. to share those reactions on Instagram with the hashtag #BeanBoozledContest as part of the new Faces of BeanBoozled Contest. The grand prize winner will win $5,000 (USD) and his or her Instagram photo on BeanBoozled® jelly bean bags.

Fans have until September 18 to enter by uploading their photos to Instagram with the contest hashtag. All photos will appear in a photo gallery on www.beanboozled.com. Finalists will be revealed on the gallery on September 22, and fans will begin voting for their favorite BeanBoozled faces. Voters have a chance to win other sweepstakes prizes, including BeanBoozled prize packages and other fun items. Voting ends on October 9 with the winner announced on October 19, and new bags with the winner's face are scheduled to hit store shelves in 2016.

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About BeanBoozled:

Jelly Belly dares the bravest candy lovers, pop culture enthusiasts and foodies to try their luck with look-alike pairs of jelly bean flavors. Each colour is either a delicious flavour or a wild one. Is it tasty Berry Blue, or Toothpaste flavour? Is that Tutti-Fruitti, or Stinky Socks? There's only one way to find out! With more than 500,000 fan videos already uploaded to You Tube, the BeanBoozled Challenge is a cultural phenomenon.

About Jelly Belly Candy Company:

Jelly Belly Candy Company was founded in 1898 and began making Jelly Belly® jelly beans in 1976. Today, Jelly Belly products are sold all over the world and the company remains family owned and operated by the fourth, fifth and sixth generations of the candy-making family. www.jellybelly-uk.com

Follow us on Facebook: www.facebook.com/jellybellyuk

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