

PROFESSIONAL Candy BUYER

ALL ABOUT SWEETS & SNACKS

JELLY BEANS

The New Health Food?

Good-for-you jelly beans bring sweet news to increasingly health-conscious consumers.

quick to tout her favorite brands. "Surf Sweets Organic Jelly Beans from TruSweets are great because they meet so many dietary needs. In addition to being organic, they are allergy-friendly, gluten-free, corn-syrup-free, GMO-free, and contain vitamin C. A big seller, especially during Easter."

Organic jelly beans? Isn't that taking this whole trend a bit far? Not according to Van Hee. "Surf Sweets jelly beans are certified organic, which provides assurance about the purity and quality of the product, and is more environmentally-friendly. It's a step above 'natural' because there is oversight and legal standards. Some consumers choose organic foods exclusively, especially for their children."



Michael Powell
President and CEO

Also Inside:

- Deep, Dark, Beguiling Chocolate
- Casting the Social Net in Candyland
- Good-For-You Jelly Beans
- Kid-Friendly Nutrition Bars