



NEWS

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For Immediate Release

Surf Sweets Hops To Easter Bunny's Demand for Healthier Jelly Beans

Surf Sweets snack-size packs of Organic Jelly Beans available just in time for Easter



PROSPECT HEIGHTS, IL, November 12, 2009 – [Surf Sweets](#) announced today that it has added 0.9-oz snack-size packs of Surf Sweets Organic Jelly Beans to its line of naturally sweetened, totally delicious gummy candies and jelly beans – at the insistence of the [Easter Bunny](#).

This new offering is the third 0.9-oz snack-size pack in the Surf Sweets line, all of which are perfect for Easter, on-the-go snacking and school lunches. Other snack packs include popular Surf Sweets Gummy Bears and Sour Berry Bears.

In preparation for Easter 2010, the fluffy, long-eared, basket-bearing Easter Bunny is on the hunt for healthier Easter treats. He called upon Surf Sweets, a leading brand of delicious natural and organic gummy candies and jelly beans, to create a snack-size pack of its organically sweetened and corn syrup-free Jelly Beans.

“Whereas most candy is sweetened with corn syrup and refined sugar, Surf Sweets candies are not,” says Bert Cohen, President and Founder of TruSweets, LLC, a socially responsible company dedicated to building delicious, sweet snack brands like Surf Sweets that are better for our families and our planet. “They’re sweetened with organic cane juice and real organic fruit juice instead of corn syrup, and they’re free of artificial colors, flavors and GMOs,” he adds.

“It just makes good sense for us to launch our new snack-size packs of Organic Jelly Beans in time for Easter,” says Cohen. “So we were hoppy to meet the Easter Bunny’s demand, and we took it one step further by making our snack-size packs of Organic Jelly Beans available all year round,” he adds.

While the Easter Bunny had no comment, he did wiggle his cute floppy pink ears in delight that Surf Sweets acquiesced.

Initially, Surf Sweets 0.9-oz snack-size packs of Organic Jelly Beans will be sold in special "springtime" packaging -- just in time for Easter. Only 90 calories per package, they'll carry a suggested retail price of \$.79.

Like all Surf Sweets candies, the snack-size pack of Organic Jelly Beans will be available in grocery stores and natural food stores, online and at specialty retailers throughout the U.S.

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In addition to its three snack-size packs of candies, Surf Sweets offers [seven unique varieties of its mouth-watering organic and natural gummy candies and jelly beans](#) in 2.75-oz packages: Gummy Bears, Gummy Worms, Organic Jelly Beans, Sour Worms, Organic Fruity Bears, Gummy Swirls and Sour Berry Bears.

Surf Sweets candies are gluten free, dairy and casein free, and allergy friendly, meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, shellfish). And all Surf Sweets candies are produced and packaged in a dedicated nut-free facility.

Surf Sweets has many delicious options for vegans and vegetarians as four of its candies are vegan (Fruity Bears, Gummy Swirls, Sour Berry Bears, Sour Worms) and five are vegetarian (Fruity Bears, Gummy Swirls, Sour Berry Bears, Sour Worms and Jelly Beans). Gummy Bears and Gummy Worms contain gelatin and so, are not vegetarian.

Unlike other candy brands, Surf Sweets proudly makes its products in the USA. They're currently available in mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. Suggested retail price is \$1.99 for 2.75-oz bags of Surf Sweets and \$.79 for the 0.9-oz snack-size packs. For more information on store locations, visit <http://www.surfsweets.com/buy.php>.

About Surf Sweets

Surf Sweets is the country's leading brand of naturally sweetened, totally delicious gummy candies and jelly beans made with organic and natural ingredients and without any artificial colors and flavors. Surf Sweets is owned and operated by Prospect Heights, IL-based TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands that are better for our families and our planet. The company was founded in 2008 by Bert Cohen, an entrepreneur with a successful track record of building businesses in the natural foods industry. Surf Sweets currently offers seven unique varieties of mouth-watering gummy candies and jelly beans that are available at mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. For more information, visit www.surfsweets.com.

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