



NEWS

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For Immediate Release

Surf Sweets® Expands Line of Holiday Candy Offerings *Easter Organic Jelly Bean Snack-Size Packs and Sour Worm Halloween Pack*



SWEETS & SNACKS EXPO (CHICAGO), May 25, 2010 – [Surf Sweets®](#) (Booth #653) announced that it has expanded its line of holiday candy offerings to include both its 0.9-oz snack-size packs of Organic Jelly Beans for Easter and its new Sour Worm Halloween Pack.

Surf Sweets snack-size packs of Organic Jelly Beans are available year-round, but sold in special "springtime" packaging during the spring, making them a perfect Easter treat. Suggested retail price is \$.79.

Organic Jelly Beans snack-size packs are the third 0.9-oz snack-size offering in the Surf Sweets line. Others include the popular Surf Sweets Gummy Bears and Sour Berry Bears varieties.



The new Surf Sweets Sour Worm Halloween Pack contains 20 individually wrapped Surf Sweets Sour Worms in a specially designed, Halloween-themed bag. It's the perfect treat for trick or treaters or party favors. Suggested retail price is \$4.99.

"We're thrilled to be expanding our line of organically sweetened, totally delicious candies with two new holiday offerings," 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.

"We're making it easier than ever for consumers to celebrate key holidays, like Easter and Halloween, with natural and organic candy that tastes great and is free of ingredients that concern them most like corn syrup, synthetic dyes and artificial flavors," he adds.

In addition to its three snack-size packs of candies (Jelly Beans, Gummy Bears and Sour Berry Bears) and its new Sour Worm Halloween Pack, 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 uses only the highest quality organic and natural ingredients for its candies, and they're all free of corn syrup, synthetic dyes, artificial flavors and GMOs. All Surf Sweets candies are gluten free; dairy and casein free; allergy friendly, meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, shellfish); and Feingold approved. 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). Surf Sweets Gummy Bears and Gummy Worms contain gelatin, so they are not vegetarian.

Unlike other candy brands, Surf Sweets proudly makes its products in the USA. Most Surf Sweets candies are 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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