



NEWS

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For Immediate Release



Fruitfully Delicious, Naturally Good Surf Sweets® Meet Growing Consumer Demand for Healthier Snack Options

Kids and moms love the all natural, Vitamin C-rich and fruity taste of Surf Sweets

WHEELING, IL – Kids want candy. And when moms want to indulge them, they're challenged to find all-natural and organic candy that tastes great. Now, thanks to fruitfully delicious and naturally good [Surf Sweets®](#), they need not look far.

Surf Sweets delivers big when it comes to meeting the demands of an increasing number of consumers looking for healthier and more convenient snack options with high quality ingredients.

Surf Sweets:

- Are **organically sweetened** and contain **organic and natural** ingredients, which appeals to a growing number of Americans:
 - In a recent [Thomson Reuters-NPR Health Poll](#):
 - 58 percent say they prefer organic over conventionally produced foods
 - 34 percent say they choose organics to avoid exposure to toxins
 - A nationwide study published in [Pediatrics](#) journal in May 2010 found that:
 - pesticides used on conventionally grown, kid-friendly foods — including frozen blueberries, fresh strawberries and celery — appears to boost the chances that children will be diagnosed with attention deficit hyperactivity disorder

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- Contain **no synthetic or artificial colors** or dyes, some of which are linked to hyperactivity and behavior problems in children
- Contain **no high fructose corn syrup**, which studies indicate prompts considerably more weight gain
- Contain the **recommended daily allowance of highly effective antioxidant Vitamin C**, satisfying the growing demand for more nutrient-rich products
- Are **gluten-free**, meeting the special diet needs of one in 133 people in the U.S. diagnosed with celiac disease
- Are **allergy-friendly**, meaning they can be enjoyed by approximately one in every 13 children in the U.S. who have a food allergy

“Surf Sweets uses only the highest quality organic and natural ingredients for our candies, and they’re all free of artificial colors, flavors and GMOs,” 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.

“Where most candy is sweetened with corn syrup, Surf Sweets is not,” Cohen adds. “They’re naturally sweet because they’re made with real organic fruit juice instead of corn syrup, and provide 100% of the U.S. Recommended Daily Allowance (RDA) of antioxidant Vitamin C.”

Surf Sweets offers eight unique varieties of its mouth-watering organic and natural gummy candies and jelly beans, all of which are made with organic fruit juice and sweeteners:

- Gummy Bears
- Gummy Worms
- Organic Jelly Beans
- Sour Worms
- Organic Fruity Bears
- Gummy Swirls
- Sour Berry Bears
- Organic Fruity Hearts

Additionally, Surf Sweets candies are gluten free, casein free, and allergy friendly, meaning that they are free of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish and shellfish).

All Surf Sweets candy is produced and packaged in a dedicated nut-free facility. And Surf Sweets has many delicious options for vegans and vegetarians as five of its candies are vegan (Fruity Bears, Fruity Hearts, Gummy Swirls, Sour Berry Bears, Sour Worms) and six are vegetarian (Fruity Bears, Fruity Hearts, Gummy Swirls, Jelly Beans, Sour Berry Bears, Sour Worms).

Each Surf Sweets 2.75-oz bag of candy contains only 120-140 calories per serving depending on the variety.

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Surf Sweets also offers three 0.9-oz snack-size packs of its candy – Gummy Bears, Sour Berry Bears and Jelly Beans -- that are perfect for on-the-go snacking or school lunches. Each 0.9-oz snack-size pack of Gummy Bears and South Berry Bears contains only 80 calories per package, and Jelly Beans contain only 90 calories.

Surf Sweets Snack Pack Multi-Packs of Gummy Bears and Sour Berry Bears can also be found in select stores.

Unlike some 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 for 2.75-oz Surf Sweets is \$1.99 and \$.79 for its 0.9-oz snack-size packs. For more information on store locations, visit <http://www.surfsweets.com/buy.php>.

Surf Sweets demonstrates its commitment to the community by supporting like-minded organizations that are committed to improving the health of our families and our planet such as:

- Chicago-based [Climate Cycle](#) -- Surf Sweets donates a percentage of the sales of its multipacks to this non-profit that provides curriculum for renewable energy education and raises funds for solar panel installations in Chicago Public Schools
- [The Ocean Project](#) – Surf Sweets partners with this non-profit to raise awareness about waterway preservation through an Earth Day kids art contest
- [Green Halloween](#) – Surf Sweets supports this organization's efforts to help educate parents and children about creating healthier and more earth-friendly Halloween celebrations
- Food allergy support groups – Surf Sweets supports the food allergy community by sponsoring FAAN walks throughout the country and participating in other events that raise awareness of food allergies

About Surf Sweets

Surf Sweets is the country's leading brand of fruitfully delicious, naturally good gummy candies and jelly beans made with organic and natural ingredients and without any artificial colors and flavors. Surf Sweets is owned and marketed by Wheeling, 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 eight 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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