





IMMEDIATE RELEASE

Jelly Belly to Fans: BeanBoozled 6th Edition is Here with its Two Weirdest and Wildest Flavours Yet; Dig in if you Dare!

Liver & Onions and Old Bandage up the Ante

Cue the "EWW" as <u>Jelly Belly Candy Company</u> announces the 6th Edition of the <u>BeanBoozled®</u> Collection of jelly beans. The BeanBoozled 6th Edition line introduces two new flavour pairings to its outrageous flavour mix: Liver & Onions and its lookalike Cappuccino, and Old Bandage with its identical partner Pomegranate, adding a new twist on the candy line that has gamefied extreme eating challenges.









BeanBoozled jelly beans are certified OU Kosher, and are free of gelatin, gluten, fat and dairy. BeanBoozled 6th Edition continues the tradition by including 20 flavours of jelly beans: 10 are weird and wild flavours that look identical to 10 classic and delicious flavours. There is only one way to differentiate the look-a-like beans – taste if you dare! Will it be deliciously delightful or grossly gag-worthy?



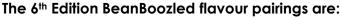












Liver & Onions/Cappuccino – NEW
Old Bandage/Pomegranate – NEW
Rotten Egg/Buttered Popcorn
Toothpaste/Berry Blue
Barf/Peach
Stink Bug/Toasted Marshmallow
Booger/Juicy Pear
Dirty Dishwater/Birthday Cake
Stinky Socks/Tutti-Fruitti
Dead Fish/Strawberry Banana Smoothie





Jelly Belly fans can also test their mettle with the free BeanBoozled mobile app, available on the App Store® and Google Play, to play the Beanboozled challenge with friends virtually.

BeanBoozled 6th Edition will be available just in time for summer family activities.

Packages include the 54g Bag, 99g Mystery Dispenser, 100g Spinner Gift Box and the 45g Flip-Top Box.



About Jelly Belly Candy Company:

With candy-making roots dating back to 1869, Jelly Belly Candy Company 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. For more information about Jelly Belly and its confections, visit https://www.jellybellyintl.com/ or call +1 (707) 428-2800. Connect with the company online on Facebook, Instagram, Pinterest, YouTube and LinkedIn.







