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IMMEDIATE RELEASE

## Jelly Belly to Fans: BeanBoozled 6<sup>th</sup> 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 [Jelly Belly Candy Company](http://www.jellybelly.com) announces the 6<sup>th</sup> Edition of the [BeanBoozled](http://www.jellybelly.com)® Collection of jelly beans. The BeanBoozled 6<sup>th</sup> 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.



The popular Beanboozled line dares the bravest candy lovers, pop culture enthusiasts, and foodies to try their luck with look-alike pairs of jelly bean flavours. Each colour is either a delicious flavour or a wild one. Is it tasty Berry Blue, or toothpaste flavour? Is that Tutti-Fruitti, or stinky socks? There's only one way to find out! With more than [three million fan videos uploaded to YouTube](https://www.youtube.com/watch?v=3m3m3m3m3), the BeanBoozled challenge has become a worldwide cultural phenomenon.

BeanBoozled jelly beans are certified OU Kosher, and are free of gelatin, gluten, fat and dairy. BeanBoozled 6<sup>th</sup> 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?



**The 6<sup>th</sup> Edition BeanBoozled flavour pairings are:**

- 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 6<sup>th</sup> 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](#).

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