September 30, 2010

## Jelly Belly Intros Jelly Bean Chocolate Dips Dark Chocolate-Covered Jelly Belly Jelly Beans

FAIRFIELD, CALIF. ---Five flavors of Jelly Belly<sup>®</sup> beans drenched in rich, dark chocolate is the latest creative release from Jelly Belly Candy Company. The new Jelly Belly Jelly Bean Chocolate Dips<sup>™</sup> are the much anticipated marriage of America's favorite jelly bean with refined chocolate to create a treat that offers the best of both worlds.

Jelly Belly bean flavors of Very Cherry, Raspberry, Strawberry, Coconut, and Orange have all taken the dip into decadent, dark chocolate to create the perfect pairing. A little morsel of heaven, each Jelly Belly Chocolate Dips is just under 4 calories.

Jelly Belly Chocolate Dips are shipping in single flavor 10-lb. bulk cases, 2.8-oz bags, 12 to a display caddy. A 4.15-oz. Gift Box showcasing all five flavors is scheduled for release December 1.



Jelly Belly Jelly Bean Chocolate Dips are gluten-free, gelatin-free and certified OU Dairy Kosher. Additional information is available by calling the Jelly Belly Hotline at (800) 323-9380.

**Jelly Belly Candy Company** One Jelly Belly Lane, Fairfield, CA 94533

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