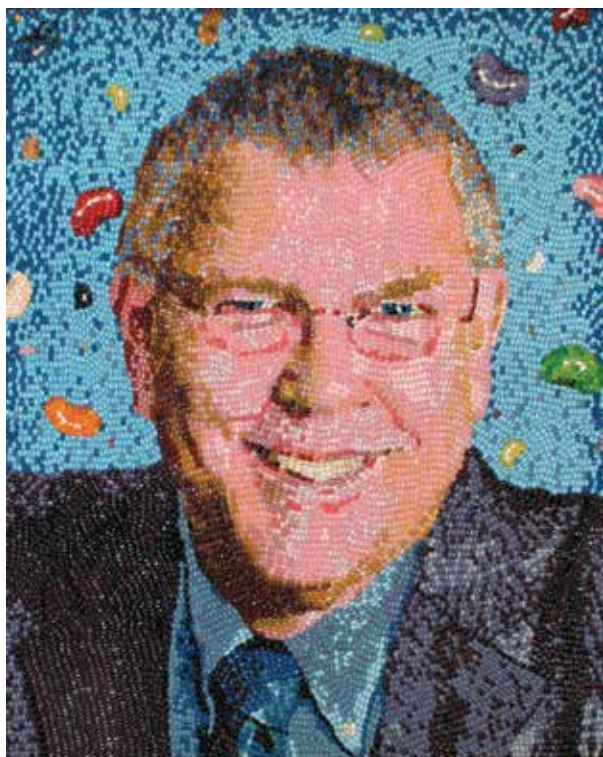




2021 CATALOG

VALENTINE &
SPRING CATALOG
2021



Herman Rowland, Sr., Chairman of the Board

This spring, we are pleased to offer an unequaled selection of treats guaranteed to delight your customers. We are offering many exciting new items including a new line of gourmet milk chocolate truffles, delicious vegan gummies, mason jar bags, and Fiery Five® – a spicy new take on our famous BeanBoozled® line. Our proven selection of seasonal confections, unique gifts, and variety of displays are certain to boost your sales and add excitement to your store. Let the Jelly Belly brand work for you and your business. Call us today or order online at your convenience.

contents

Valentine Bulk	4
Valentine Gifts	5–7
Spring Bulk	9
Spring and Easter Gifts	10–15
BeanBoozled®	16–19
In-Store Merchandising	20

**ALL
EVERYDAY
ITEMS CAN BE
ADDED TO
YOUR ORDER**



bulk

NEW



Cherry Lovers™ Hearts

Item # 5302

Flavors: Bing Cherry, Cherry Cheese Cake, Black Cherry, Sour Cherry, Cherry Cola, Wild Cherry

NEW



Cinnamon Lovers™ Hearts

Item # 5301

Cinnamon flavored heart shaped beans



Rosé

Jelly Belly® Beans

Item # 52036

Share some bubbly with your Valentine

ALCOHOL FREE



Jelly Belly® Jewel Valentine Mix

Item # 52984

Jewel Bubble Gum, Cream Soda and Very Cherry



Jelly Belly® Valentine Mix

Item # 52959

Strawberry Cheesecake, Bubble Gum, Coconut, Cotton Candy and Very Cherry



Jewel Very Cherry Jelly Belly® Beans

Item # 52977

Top-selling Very Cherry jelly bean with a sparkling finish

NEW

Available December 14, 2020



Jelly Belly®

Conversation Beans®

Item # 52770

Fun words and phrases printed on sour cherry, sour apple, sour grape, sour orange and sour lemon



TABASCO®

Jelly Belly® Jelly Beans

Item # 52966

You'll love these jelly beans flavored with TABASCO® brand seasonings



5 lb. Gourmet Milk Chocolate Truffles*

Item # 6036

Foil wrapped Very Cherry milk chocolate truffles, foil wrapped orange milk chocolate truffles and foil wrapped mint milk chocolate truffles

NEW



Sour Pucker Lips

Item # 5303

Cherry, Strawberry and Watermelon



Petite Sour Hearts

Item # 5337

Tiny gummi hearts with a pucker-up flavor



Red Raspberry Hearts

Item # 5311

Tender to the tooth; full-flavored raspberry pectin jell



Unbearably HOT Cinnamon Bears®

Item # 5010

These bears are sugar-sanded and intensely hot



Cherry Sours

Item # 2095

Soft panned shell with a tender cherry center

*=UD

The TABASCO® marks, bottle and label designs are registered trademarks and service marks exclusively of and licensed by McIlhenny Company, Avery Island, Louisiana 70513. www.TABASCO.com.

valentine

GIFTS

12
GIFT BAGS
PER CASE

NEW



6 oz. Sour
Pucker Lips
Item # 76856



7.5 oz. Jelly Belly®
Valentine Mix
Item # 76863



7.5 oz. Jelly Belly®
Conversation Beans®
Item # 76861



7.5 oz. Jelly Belly®
Jewel Valentine Mix
Item # 76887



6.2 oz. Petite
Sour Hearts
Item # 76857



5.5 oz. Red
Raspberry Hearts
Item # 76859



1 oz. Jelly Belly®
Conversation Beans®
Flip Top Box
Item # 61837 • 2/24 ct. caddies



1 oz. Conversation
Beans® Bag
Item # 72549 • 30 ct. caddy

NEW



3.5 oz. Rosé Sparkling
Jelly Beans Grab & Go® Bag
Item # 66124 • 12 bags

ALCOHOL FREE

NEW



2.8 oz. Sour Pucker Lips
Grab & Go® Bag
Item # 45128 • 12 bags



2.75 oz. Red Raspberry
Hearts Grab & Go® Bag
Item # 45125 • 12 bags

SHARE THE love



4 oz. 5-Flavor
Jelly Belly® Love
Clear Gift Box
Item # 64890 • 12 boxes



1lb. 20-Flavor
Jelly Belly® Clear Gift Box
Item # 64880 • 6 boxes



2 lb. 40-Flavor
Jelly Belly® Clear Gift Box
Item # 64875 • 5 boxes



4.25 oz. 10-Flavor
Jelly Belly® Gift Box
Item # 64810 • 12 boxes



8.5 oz. 20-Flavor
Jelly Belly® Gift Box
Item # 64830 • 10 boxes



1.5 oz. Jelly Belly®
Rosé Bottle
Item # 91219
2/24 ct. caddies
ALCOHOL FREE



5.6 oz. Jelly Belly® Rosé Bottle
Item # 91231 • 6 bottles
ALCOHOL FREE

valentine

Gourmet MILK CHOCOLATE TRUFFLES

Now you can enjoy your favorite Jelly Belly flavors in a gourmet chocolate treat. Our Gourmet Milk Chocolate Truffles feature a creamy true-to-life flavored center, encased in silky smooth milk chocolate. Experience all nine flavors for yourself. **Available December 14, 2020.**



NEW

4.8 oz. Gourmet Milk
Chocolate Truffles Gift Box*
Item # 64886 • 10 boxes



NEW



3.6 oz. Gourmet
Milk Chocolate
Truffles Very
Cherry Gable Box*
Item # 63528 • 12 ct.

NEW



1.75 oz. Very Cherry Gourmet
Milk Chocolate Bar*
Item # 64154 • 2/12 ct.



**Bean shaped milk chocolate
sections are filled
with creamy cherry
flavored centers.**

*=UD



bulk



Pectin Jelly Beans

Item # 2745 • Cherry, Grape, Lemon, Lime, Orange, Pineapple and Strawberry



Jelly Belly® Sours Mix

Item # 52787 • Sour Apple, Sour Cherry, Sour Grape, Sour Lemon and Sour Orange



Jewel Spring Mix

Item # 53001 • Jewel Berry Blue, Bubble Gum, Grape Soda, Orange, Sour Apple, Sour Lemon and Very Cherry



Jelly Belly® Spring Mix

Item # 52952 • Berry Blue, Cantaloupe, Cotton Candy, Island Punch, Sunkist® Lemon, Lemon Lime, Piña Colada, Sunkist® Pink Grapefruit and Sunkist® Tangerine



Jelly Belly® Candy Cones®

Item # 1246 • Mint Chip, Strawberry, Orange Sherbet, Chocolate and French Vanilla



Jelly Belly® Candy Cupcakes™

Item # 1247 • Blueberry, Banana, Strawberry, Chocolate and French Vanilla



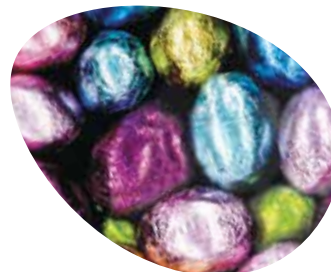
Assorted Jordan Almonds*

Item # 3035 • Plump almonds dressed in crunchy sweet shells of Spring pastels



Speckled Chocolate Malted Eggs*

Item # 4750 • Large, full-flavored malted centers covered in a layer of milk chocolate and a thin candy shell



Foil-Wrapped Solid Chocolate Eggs*

Item # 6049 • Rich milk chocolate covered in decorative foils



Chocolate Dutch Mints®*

Item # 4015 • Creamy peppermint and chocolate co-mingle inside lavender, pink, mint green and white candy shells

*=UD

SUNKIST is a registered trademark of SUNKIST GROWERS, INC. U.S.A. used under license by Jelly Belly Candy Company. © 2020 SUNKIST GROWERS, INC.

easter

Gourmet

MILK CHOCOLATE TRUFFLES

Now you can enjoy your favorite Jelly Belly flavors in a gourmet chocolate treat. Our Gourmet Milk Chocolate Truffles feature a creamy true-to-life flavored center, encased in silky smooth milk chocolate. Experience all nine flavors for yourself.

Available December 14, 2020.



NEW

4.8 oz. Gourmet Milk Chocolate Truffles Gift Box*
Item # 64886 • 10 boxes

NEW



60ct .3 oz. Gourmet Milk Chocolate Truffles Changermaker*
Very Cherry, mint and orange flavors
Item # 72584 • 1 ct.

NEW



3.6 oz. Gourmet Milk Chocolate Truffles Very Cherry Gable Box*
Item # 63528 • 12 ct.

NEW



3.6 oz. Gourmet Milk Chocolate Truffles Mint Gable Box*
Item # 62321 • 12 ct.

NEW



3.6 oz. Gourmet Milk Chocolate Truffles Orange Gable Box*
Item # 62320 • 12 ct.

NEW



1.75 oz. Mint Gourmet Milk Chocolate Bar*
Item # 64153 • 2/12 ct.

NEW



1.75 oz. Very Cherry Gourmet Milk Chocolate Bar*
Item # 64154 • 2/12 ct.



Bean shaped milk chocolate sections are filled with creamy flavored center.

*= U D



GUMMIES

VEGAN

Assorted

NEW



Specialty Exclusive

3.5 oz. Gummies
Item # 45015 • 12 bags



Lemon



Berry Blue



Very Cherry



Orange



Green Apple

NEW



7 oz. Gummies
Item # 25002 • 12 bags

NO ANIMAL
GELATIN
COLORS FROM
NATURAL SOURCES
NON-GMO
VEGAN

Sours

NEW



Specialty Exclusive

3.5 oz. Gummies Sours
Item # 45016 • 12 bags



Sour
Lemon



Sour
Berry Blue



Sour
Very Cherry



Sour
Orange



Sour
Green Apple

NEW



7 oz. Gummies Sours
Item # 25003 • 12 bags

GIFT bags

SPECIALTY EXCLUSIVE

12
GIFT BAGS
PER CASE



7.5 oz. Jelly Belly®
Jewel Spring Mix
Item # 76886



7.5 oz. Jelly Belly®
Spring Mix
Item # 76855



7.5 oz. Pectin
Jelly Beans
Item # 76854

NEW



6 oz. Foil-Wrapped Gourmet
Milk Chocolate Truffles*
Item # 76897



4.6 oz. Speckled
Chocolate Malted Eggs*
Item # 76849

*= U D



3 oz. Jelly Belly
Candy Cupcakes™
Item # 45124 • 12 bags



3.5 oz. Gummies
Item # 45015 • 12 bags

Specialty
Exclusive



3.5 oz. Gummies Sours
Item # 45016 • 12 bags

Specialty
Exclusive

MASON JARS



5.5 oz. Berry Mix
Mason Jar Pouch
Item # 83773 • 12 bags

NEW
Specialty
Exclusive



5.5 oz. Blueberry Muffin
Mason Jar Pouch
Item # 83778 • 12 bags

NEW
Specialty
Exclusive



5.5 oz. Cherry Pie
Mason Jar Pouch
Item # 83772 • 12 bags

NEW
Specialty
Exclusive

GIFT boxes



4 oz. Jelly Belly® HOP Gift Box
Item # 64871 • 12 boxes



8.5 oz. Jelly Belly®
20-Flavor Easter Gift Box
Item # 64848 • 10 boxes



4.25 oz. Jelly Belly®
10-Flavor Easter Gift Box
Item # 64788 • 12 boxes



1 lb. 20-Flavor
Jelly Belly® Clear Gift Box
Item # 64880 • 6 boxes



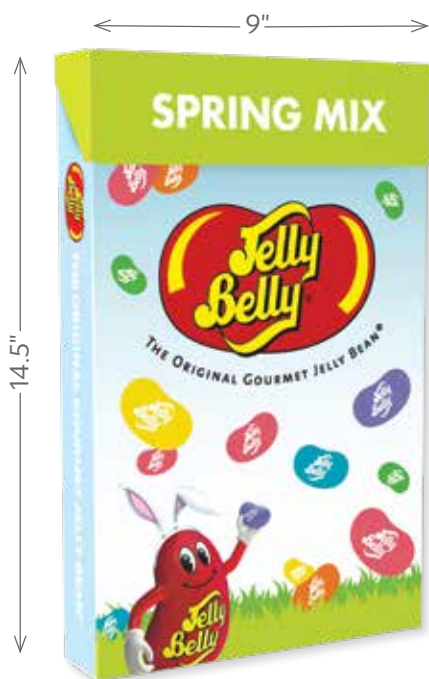
1 oz. Jelly Belly®
Kids Mix Flip Top Box
Item # 61832 • 2/24 ct. caddies



2 lb. 40-Flavor
Jelly Belly® Clear Gift Box
Item # 64875 • 5 boxes



1 oz. Jelly Belly®
Spring Mix Flip Top Box
Item # 61831 • 2/24 ct. caddies



Merchandise 2 Ways!

JUMBO (Includes 75 bags)

1.31 lb. Jelly Belly® Spring Mix
JUMBO Easter Box
Item # 74709 • 6 boxes



4.25 oz. Jelly Belly®
Spring Mix "Baby"
Carrot Bag Shelf Display
Item # 91500 • 2/12 ct. caddies



4.25 oz. Jelly Belly®
Tangerine "Baby"
Carrot Bag Shelf Display
Item # 91501 • 2/12 ct. caddies



1 oz. Jelly Belly®
Kids Mix Easter Bag
Item # 72546 • 30 ct. caddy





BeanBoozled® Fiery Five® Jelly Beans

We are turning up the heat on BeanBoozled. Introducing BeanBoozled Fiery Five: five flavors inspired by increasingly spicy foods. Ideal for risk takers, food lovers and spice enthusiasts.

* **Extremely hot and spicy. Not for children under 13.**

How hot can you handle?



NEW

3.5 oz. BeanBoozled®
Fiery Five® Gift Box
Item # 64797 • 12 boxes



NEW

1.6 oz. BeanBoozled®
Fiery Five® Flip Top Box
Item # 61829 • 2/24 boxes



NEW

1.9 oz. BeanBoozled®
Fiery Five® Bag
Item # 66356 • 12 bags

**Specialty
Exclusive**



NEW

3.36 oz. BeanBoozled® Fiery Five® Spinner Tin
Item # 62020 • 8 tins



WARNING!
EXTREMELY HOT



Scan code to
download the
BeanBoozled
App!

Free App!





BeanBoozled® Jelly Beans

With millions of YouTube videos, and hundreds more added daily, the world's fascination with wild and weird flavors is going strong. Now, there are two additions to the menu. There's still only one way to find out if it's delicious or vicious!



1.9 oz. BeanBoozled® Bag
Item # 66340 • 12 bags



7.1 oz. BeanBoozled® Party Pack
Item # 62630 • 6 bags



3.5 oz. BeanBoozled®
Mystery Bean Dispenser
Item # 63965 • 2/6 ct. caddies



1.6 oz. BeanBoozled®
Flip Top Box
Item # 61800 • 2/24 ct. caddies

Specialty
Exclusive



3.36 oz. BeanBoozled® Spinner Tin
Item # 62048 • 8 Tins

Perfect
for April
Fools' Day

Specialty
Exclusive



3.5 oz. BeanBoozled® Jelly Beans
Spinner Gift Box
Item # 62213 • 12 boxes



4.25 oz. Extreme BeanBoozled® Gift Box
Item # 64885 • 12 boxes



Dimensions: 15.315"L x 7.75 "W x 2.244"H
12.6 oz. BeanBoozled® JUMBO
Spinner Gift Box
Item # 62205 • 5 boxes



Free-Standing Bulk Display

Item # 88146-R

- Candy not included



Free-Standing Combo Display

Item # 88145-R

- Candy not included



**FREE
WITH \$200
ORDER**

**Jelly Belly®
Caddy Rack**

Item # 88177

- Candy not included



**FREE
WITH \$300
ORDER**

**Jelly Belly®
Junior Hutch**

Item # 88426

- Candy not included



**FREE
WITH \$400
ORDER**

Curve Rack Combo

Item # 88178

PLUS: # 1AC1130

AND # 1AC1129

- Candy not included



Curve Rack All Peg

Item # 88178

PLUS: # 1AC1129

- Candy not included



**FREE
DISPLAY
BULK BINS
& SHELVES
EXTRA**

Bulk Curve

Item # 88178 PLUS:

1AC1070 Bulk Curve Bins (4/case)

1AC1071 Bulk Curve Shelf (1/case)

- Candy not included



JELLY BELLY CANDY COMPANY • One Jelly Belly Lane, Fairfield, CA 94533 U.S.A.

1-800-323-9380 • JellyBelly.com

© 2020 Jelly Belly Candy Company • SUNKIST is a registered trademark of SUNKIST GROWERS, INC. used under license by Jelly Belly Candy Company. © 2020 SUNKIST GROWERS INC.
The TABASCO® marks, bottle and label designs are registered trademarks and service marks exclusively of and licensed by McIlhenny Company, Avery Island, Louisiana 70513. www.TABASCO.com