



The fourth, fifth, sixth and seventh generations of our candy family work in the company.

**Sweet success.** Jelly Belly is coming off a year of unprecedented growth, success, and iconic brand partnerships. As we enter 2016/2017, we will keep the momentum going with many innovative new items.

Jelly Belly continues to bring you not only the highest quality in candy making, but also relevant products that captivate consumer interest at retail, including the wildly popular BeanBoozled collection, new product and flavor innovations in the ever-evolving Jelly Belly jelly bean line, and the latest pop culture trends through our licensing partnerships with Disney, Lucasfilm, Warner Bros. and DC Comics.

The innovations don't end with our product offerings. We have built a website just for you! Exclusively for direct Specialty customers, our new site makes it easier than ever to place orders and access information about Jelly Belly products. Discover special deals and discounts, browse product and see the current inventory, save your order histories for one-click re-ordering, and order online at your convenience.

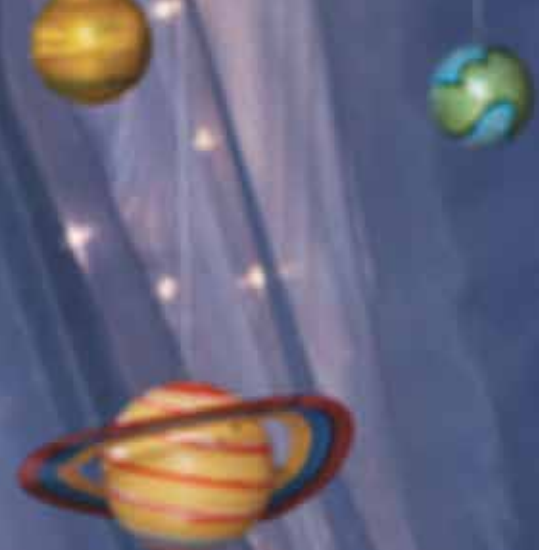
Call us today, and let's work together to make this year a tremendous success!

# contents

Bulk	4-6
Organic	7, 16-17
Bags	8-15
Gift Bags	18-19
Gifts & Novelty	20-33
Boxes	34-38
Sunkist	39
Sport Beans	40-41
Displays & Store Decor	42-52



OUT OF THIS GALAXY!



# gift & novelty

Disney  
**FROZEN**



8.5 oz. 20 Flavors  
Disney® FROZEN  
Ultra Gift Box  
Item # 64837 • 10 boxes



1 oz. 20 Flavors  
Disney® FROZEN  
Bean Machine  
Item # 86109 • 6 machines  
Bean Machine sold unfilled.



Jelly Belly® Curve Rack  
Item # 88168 • 1 unit  
(and # 1AC1073)  
See page 45 for details



.8 oz. Disney® FROZEN  
Wand with Icicle Mix  
Jelly Beans  
Item # 62181 • 24 ct. caddy



1 oz. Disney® FROZEN Tins  
with Icicle Mix Jelly Beans  
Item # 62031 • 2/12 ct. caddies



3.92 oz. Disney®  
FROZEN Gift Tin  
with Icicle Mix Jelly Beans  
Item # 62044 • 8 tins



NEW

Disney PIXAR  
FINDING  
**DORY**

1 oz. Disney® / Pixar Finding Dory™ Bag  
Item # 72483 • 24 ct. mixed caddy



7.5 oz.  
Disney® / Pixar  
Finding Dory™ Gift Bag  
Item # 76882



4.25 oz. Disney® / Pixar 5-Flavor  
Finding Dory™ Gift Box  
Item # 64778 • 12 boxes



2.8 oz. Disney® / Pixar  
Finding Dory™ Bag  
Item # 66316 • 12 bags



Disney®  
Princess

Enchant every princess with this shimmering collection of Jelly Belly Disney® Princess gifts and novelty items that sparkle on the outside and inside!



7.5 oz. Disney®  
Princess Gift Bag  
Item # 76879



4.25 oz. 5-Flavor Jelly Belly®  
Disney® Princess Gift Box  
Item # 64770 • 12 boxes

## Delight Disney® fans with classic characters



8.5 oz. 20-Flavor  
Jelly Belly® Disney®  
Ultra Gift Box  
Item # 64842 • 10 boxes

Disney



1 oz. Mickey & Minnie Tins  
Item # 62035 • 2/12 ct. mixed caddies



7.5 oz.  
Mickey Mouse  
Gift Bag  
Item # 76872



7.5 oz.  
Minnie Mouse  
Gift Bag  
Item # 76873

# THE **stars** ALIGN



NEW  
LOOK

1 oz. 20 Flavors Star Wars™ Bean Machine  
Item # 86113 • 6 machines  
Bean Machine sold unfilled.

## STAR WARS



NEW

Star Wars: The Force Awakens  
Ultra Gift Box  
Item # 64836 • 10 boxes



Star Wars™  
Ultra Gift Box  
Item # 64843 • 10 boxes



NEW

2.8 oz. Star Wars™ BB-8  
Item # 66317 • 12 bags



EMBOSSED

1 oz. Star Wars™ Tins  
with Galaxy Mix Jelly Beans  
Item # 62032 • 2/12 ct. caddies



7.5 oz. Star Wars™  
Gift Bag with Galaxy Mix  
Jelly Beans  
Item # 76881 • 12 bags

Jelly Belly® Curve Rack  
Item # 88168  
1 unit (and # 1AC1073)  
See page 45 for details

# classics



Stackable design creates high impact display in minimal space.

1.7 oz. Jelly Belly® Bean Tin with 20 Flavors  
Item # 62030 • 2/10 ct. caddies



6.5 oz. Jelly Belly® Bean Tin with 20 Flavors  
Item # 62108 • 8 tins



ALCOHOL FREE

The Draft Beer Can Tin looks like the real deal...and is filled with the real taste of a freshly poured beer! Pull off the top to enjoy 5 sample bags of Draft Beer beans.

1.75 oz. Jelly Belly® Draft Beer Can Tin  
Item # 62107 • 12 tins

## Jelly Belly® LoliBeans®

- Berry Blue
- Bubble Gum
- Cotton Candy
- Green Apple
- Root Beer
- Sizzling Cinnamon
- Tangerine
- Top Banana
- Watermelon
- Very Cherry

Drive your lollipop sales with Jelly Belly LoliBeans, fun and unique bean-shaped lollipops in ten, tantalizing true-to-life flavors. No lollipop or Jelly Belly fan can resist!



Jelly Belly® LoliBeans®  
Item # 46100  
96/1 oz. LoliBeans®



Jelly Belly® LoliBeans®  
Countertop Display  
Item # 88042  
• Holds 80 pops  
• Dimensions:  
17" tall, 7" diameter



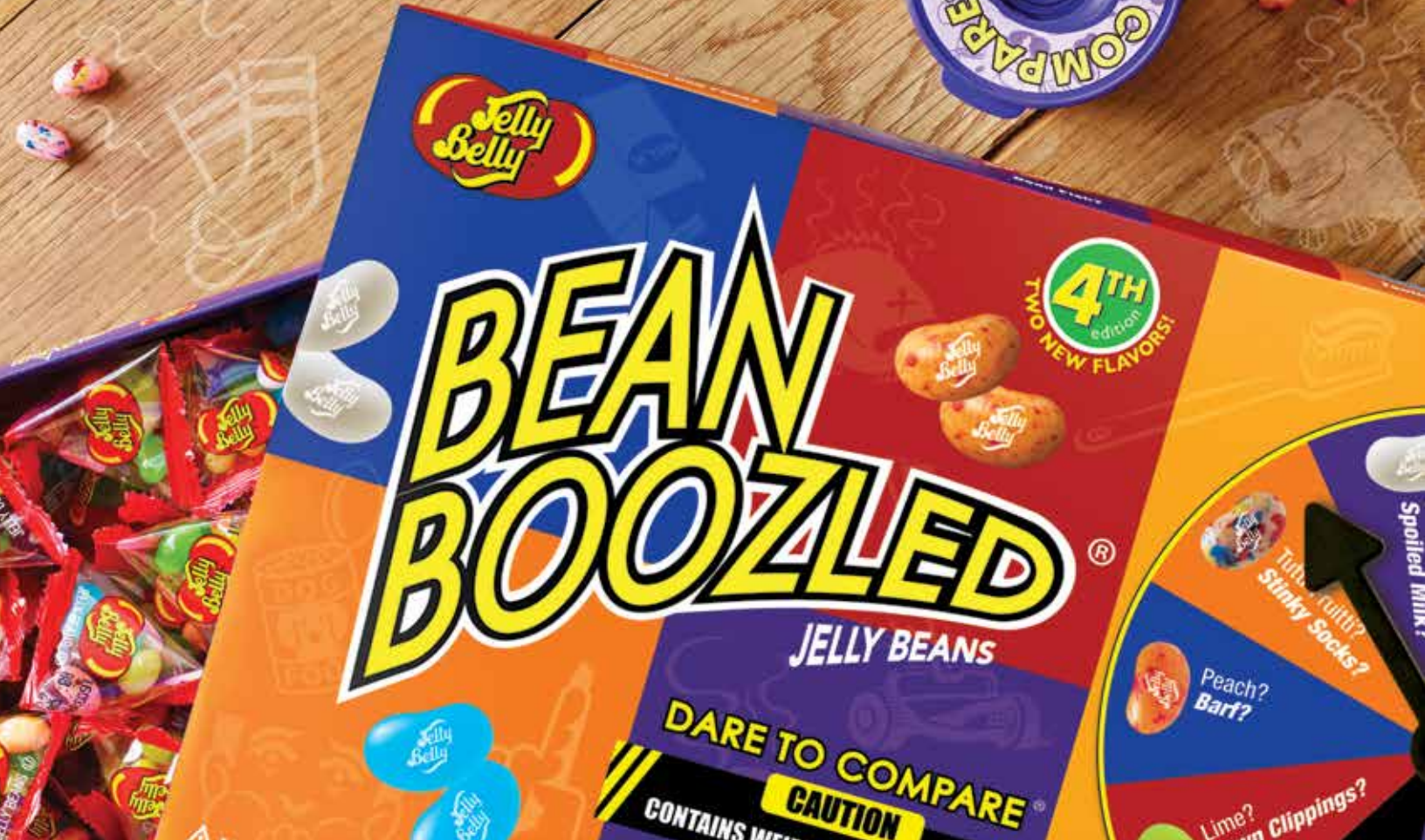
Jelly Belly® LoliBeans®  
Floor Stand Display  
Item # 88134 • 1 unit  
• Holds two cases of LoliBeans® - 192 pops  
• Dimensions:  
13" w x 13" d x 69" h



COCONUT  
BUTTERED POPCO  
FRUIT-FRUIT!



SPOILED MILK  
ROTTEN EGG  
STINKY SOCKS

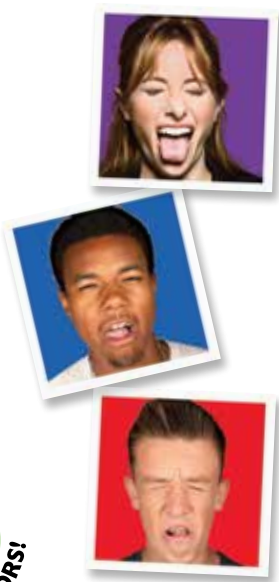


# weird & wild

## BeanBoozled® Jelly Beans

**BeanBoozled® is HOT!** Customers can't get enough of BeanBoozled, our mix of weird and wild flavors paired with look-alike "good" flavors. Check out the internet sensation on YouTube where you will find over 2 million BeanBoozled Challenge videos, some with over 20 million views!

CAUTION			
These jelly beans may look alike but they could not taste more different from each other. Think you can tell them apart?			
WE DARE YOU!			
<b>NEW!</b> Spoiled Milk	Coconut	<b>NEW!</b> Dead Fish	Strawberry Banana Smoothie
Rotten Egg	Buttered Popcorn	Toothpaste	Berry Blue
Barf	Peach	Canned Dog Food	Chocolate Pudding
Booger	Juicy Pear	Moldy Cheese	Caramel Corn
Stinky Socks	Tutti-Fruitti	Lawn Clippings	Lime
Naturally and Artificially Flavored			



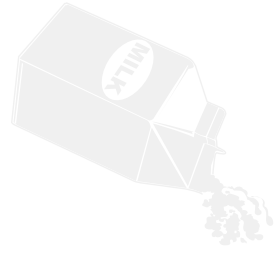
1.9 oz. BeanBoozled® Bag  
Item # 66340 • 12 bags

**4<sup>TH</sup> edition**  
TWO NEW FLAVORS!



**NEW**  
5.5 oz. BeanBoozled® Jelly Beans Pouch Bag  
Item # 66345 • 12 bags

The perfect companion for BeanBoozled® Bouncing Bean Machine, pg. 27



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



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



NEW



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

Are you brave enough to test your luck with the Spinner Wheel? What flavor will you get? Stinky Socks... or Tutti-Fruitti?

NEW



Includes two 1.9 oz. BeanBoozled Jelly Bean Bags

Sell a 5.5 oz. BeanBoozled bag with every Bouncing Bean Machine, pg. 26

3.8 oz. BeanBoozled® Bouncing Bean Machine  
Item # 86100 • 6 machines  
Bean Machine sold unfilled.

## BeanBoozled® Bouncing Bean Machine

Turn the crank and watch the BeanBoozled beans bounce their way down. Great for parties, family fun, dorm rooms and more.



Dimensions: 15.315"L x 7.75"W x 2.244"H

12.6 oz. BeanBoozled® JUMBO Spinner Gift Box  
Item # 62205 • 5 boxes

## JUMBO BeanBoozled® Spinner Gift Box

BeanBoozled on STERIODS! This jumbo gift box comes with 45 mini bags of BeanBoozled mix for endless hours of play. This is a "must have" for millions of BeanBoozled fans. Great for parties, family game night, dorm rooms and more.



4<sup>TH</sup> Edition  
TWO NEW FLAVORS!



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

# retro

fun & sweets



1.75 oz. Jelly Belly®  
Popcorn Jelly Bean Boxes  
Item # 63691 • 24 ct. caddy



12"  
TALL

Mr. Jelly Belly®  
Plush Toy  
Item # 82900  
8 plush



1.4 oz. Jelly Belly® Assorted  
BigBean® Dispenser  
Item # 67981 • 2/12 ct. caddies



3 oz. Gummi Pet Rat®  
Item # 5149 • 2/12 ct. caddies



3 oz. Gummi Pet Gator®  
Item # 5230 • 2/12 ct. caddies



4.2 oz. Wrecking Ball® Jawbreaker  
Item # 46089 • 2/12 ct. caddies



1.5 oz. Gummi Pet Tarantula®  
Item # 5252 • 2/24 ct. caddies



1.75 oz. Gummi Pet Dinosaur®  
Item # 5240 • 2/24 ct. caddies

# THE *magic* of HARRY POTTER

## Harry Potter™

Tap into the entertainment powerhouse of Harry Potter with a dazzling center of fun confections that no wizard can resist. Let customers choose from an array of candies.



Jelly Belly® Curve Rack  
Item # 88168 • 1 unit  
(and # 1AC1073)  
See page 45 for details



1.2 oz. Bertie Bott's Every-Flavour Beans™ Flip Top Box  
Item # 61805  
2/24 ct. caddies



2.1 oz. Harry Potter™ Jelly Slugs  
Item # 66268 • 12 bags



.55 oz. Harry Potter™ Chocolate Frog  
Item # 66267 • 24 frogs



Each Chocolate Frog package comes with a lenticular Wizard card. 17 different collectible cards.

Say it with

# Jelly Beans



14.5 oz. Jelly Belly® 49 Flavors  
Classic Candy Jar  
Item # 93774 • 6 jars



Jelly Belly® Clear Pail  
(empty)  
Item # 88849 • 12 pails

Our perfect pail has a fun, fresh look with a sprinkling of jelly beans. It holds one pound of Jelly Belly jelly beans and is an innovative way to create custom packages. Or offer as a free gift with purchase to drive bulk sales.



3.5 oz. Jelly Belly® 20 Flavors Mini Bean Bin  
Item # 66128 • 12 mini bins  
(Bin holds 20 oz. of beans)



18 oz. Jelly Belly® 49 Flavors Jar  
Item # 93777 • 6 jars

# CHEERS!

## The Jelly Belly® Bottle Family

Mini bottles mean big sales! Drive your impulse purchases with the Jelly Belly bottle family that has something fun for everyone.



ALCOHOL FREE

1.5 oz. Jelly Belly®  
Draft Beer Bottles\*  
Item # 91212 • 2/24 ct. caddies



1.5 oz. Jelly Belly®  
Soda Pop Shoppe® Bottles\*  
Item # 91200 • 2/24 ct. caddies



ALCOHOL FREE

1.5 oz. Jelly Belly®  
Champagne Bottles\*  
Item # 91213 • 2/24 ct. caddies



1.5 oz. Jelly Belly®  
TABASCO® Jelly Bean Bottles\*  
Item # 91199 • 2/24 ct. caddies

MORE IS MORE...



3.25 oz. 20 Flavors  
**Jelly Belly® Mini Bean Machine**  
 Item # 88984 • 4 machines  
 Bean Machine sold unfilled.



NEW

Sell a 5.5 oz. BeanBoozled bag with every Bouncing Bean Machine, pg. 26

Includes two 1.9 oz. BeanBoozled Jelly Bean Bags

3.8 oz. BeanBoozled®  
**Bouncing Bean Machine**  
 Item # 86100 • 6 machines  
 Bean Machine sold unfilled.

3 lb. Jelly Belly®  
 49 Flavors Clear Can  
 Item # 83788 • 6 cans



12 oz. Jelly Belly®  
 49 Flavors Clear Can  
 Item # 61778 • 12 cans

7 oz. Jelly Belly®  
 30 Flavors Clear Can  
 Item # 62201 • 12 cans

The perfect add-on sale!



Sell a 2 lb. bag with every Jelly Belly machine!

2 lb. Jelly Belly® 49 Flavors  
 Pouch Bag  
 Item # 83748 • 12 pouches

NEW  
LOOK



1 oz. 20 Flavors  
Star Wars™ Bean Machine  
Item # 86113 • 6 machines  
Bean Machine sold unfilled.



1 oz. 20 Flavors  
Disney® FROZEN Bean Machine  
Item # 86109 • 6 machines  
Bean Machine sold unfilled.



1 oz. 20 Flavors  
Mr. Jelly Belly® Bean Machine  
Item # 86110 • 6 machines  
Bean Machine sold unfilled.



1 oz. 20 Flavors  
Disney® Mickey Mouse Bean Machine  
Item # 86112 • 6 machines  
Bean Machine sold unfilled.