



2011-2012  
SPECIALTY CATALOG



# From the Chairman

**W**e are happy to present this 2011-2012 catalog with our everyday gourmet confections and our latest new candies and gifts. We are an American company with a heritage that extends back to 1869 and we take pride in making the finest confections.

This year, more than ever before, strategic partnerships with complementary brands are providing more opportunities for merchandising and selling. Our Hello Kitty® product line is being extended after the enormously successful launch last year. We are announcing a new line of Beatrix Potter™ Peter Rabbit™ themed gifts, and the return of Bertie Bott's Every Flavour Beans™.

Our very popular bag line is finding success at retail, and we are expanding our offerings. This package line carries the Jelly Belly logo to assure consumers of the quality they can expect from confections made by our company.

Thank you for your continued business.



*Herm Rowland, Sr., Chairman of the Board and eldest daughter, Lisa Brasher, Executive Vice Chairman*

Sweet Regards,

Herm Rowland, Sr.  
Chairman of the Board





# Contents

4-8	Bulk
9-15	Bags
16-18	Tie-Top Bags & Clear Classics®
19-23	Boxes & Gift Boxes
24-31	Gifts & Novelty Items
32-33	Sunkist®
34-35	Sport Beans®
36-44	Displays & Store Decor

# JELLY BELLY® WAVE RACK

Display a wide selection of bags on this slim rack!

☆ **WINNER** ☆  
 2011 Sweets and Snacks  
 Buyer's Choice Award  
 for Best New  
 Concept in  
 Merchandising  
 Displays



## Jelly Belly® Wave Rack

Item # 88465 • 1 unit

- Dimensions:  
25" w x 18" d x 68" h
- Holds 21 cases  
(252 - 3.5 oz. bags)
- Small footprint
- Candy not included

1-800-323-9380



JellyBelly.com

JELLY BELLY CANDY COMPANY • One Jelly Belly Lane, Fairfield, CA 94533

The names of the beans, the Menu, the Recipes, the Mr. Jelly Belly character design and the images of the Jelly Belly® jelly beans are all trademarks or registered trademarks of Jelly Belly Candy Company. ©, TM, © 2011 Jelly Belly Candy Company, Fairfield, CA 94533 U.S.A. TUP, A&W, CRUSH and DR PEPPER are registered trademarks of Dr Pepper Snapple Group affiliates used under license. © 2011 Dr Pepper Snapple Group. All rights reserved. Sunkist is a registered trademark of Sunkist Growers, Inc., Sherman Oaks, CA 91423. Cold Stone Creamery and the names of the jelly bean flavors are trademarks or registered trademarks of Cold Stone Creamery, Inc. and/or its affiliates and used under license.

Hello Kitty and design is a registered trademark of SANRIO, CO., LTD. Used under license ©, 1976, 2011, SANRIO CO., LTD.

SNAPPLE and MADE FROM THE BEST STUFF ON EARTH are trademarks of Snapple Beverage Corp., used under license © 2011 Snapple Beverage Corp.

ZMA960 17K 6/11 FF