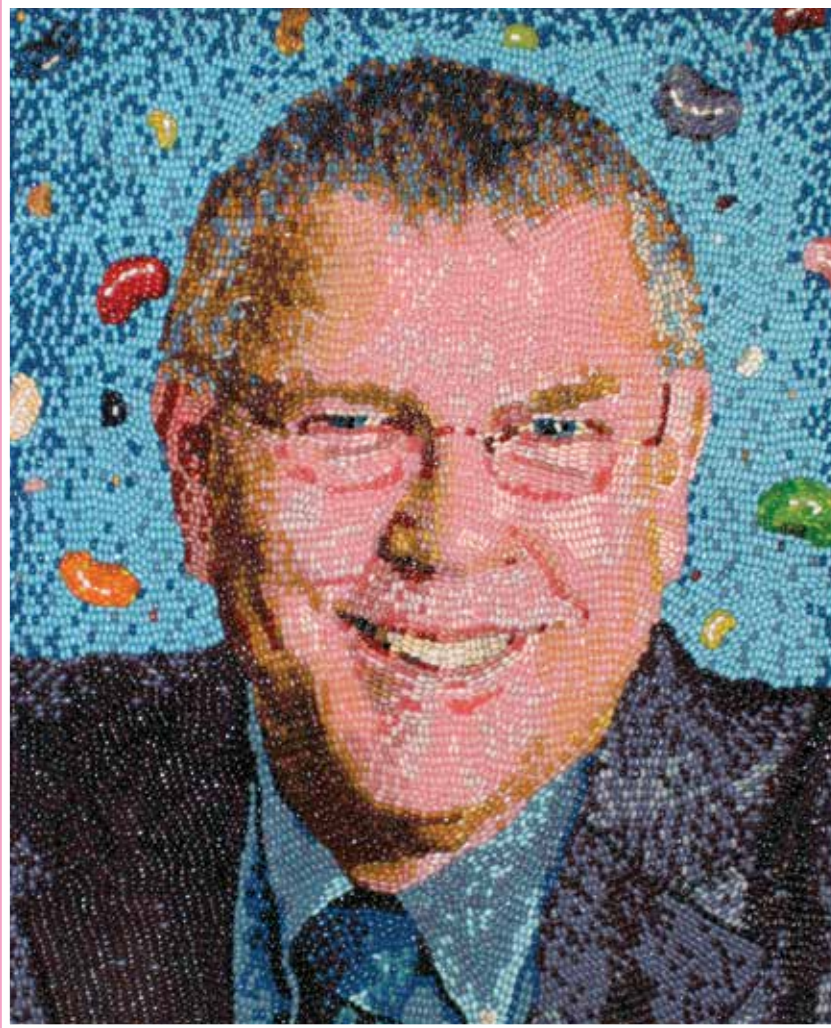




2015 VALENTINE & SPRING CATALOG



Herman G. Rowland, Sr.

The sweetest seasons of the year are upon us. Here at Jelly Belly that means seasonal confections take front and center. Our lines for Valentine and Easter are filled with confections and gifts made with exacting attention to gourmet candy making. From Valentine's Day to the fun of Easter, Jelly Belly has something for everyone.

C O N T E N T S

Valentine Bulk Items	4	Spring Gifts	10-11
Valentine Gifts	5-7	Basket Builders and Gifts	13-19
Spring Bulk Items	9		



20 individual flavors
The Original Gourmet Jelly Beans
NET WT 8.5 OZ (240g) ©

JELLY BELLY® VALENTINE BULK



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



Cupid Corn®

Item # 1540
Smooth creamy candy corn in seasonal attire



Deluxe Valentine Mix*

Item # 1515
Mellocreme Hearts, Foil-Wrapped Chocolate Hearts, Chocolate Dutch Mints®, Red Raspberry Hearts and Cupid Corn®



Sour Smoochi Lips

Item # 5303
Cherry and pink lemonade lips in a tender jell that kiss and tell



Petite Sour Hearts

Item # 5337
Tiny gummi hearts with a pucker-up grape flavor



Red Raspberry Hearts

Item # 5311
Tender to the tooth; full-flavored raspberry pectin jell



Jelly Belly® Conversation Beans™

Item # 52770
Fun words and phrases, five sour flavors



Unbearably HOT Cinnamon Bears®

Item # 5010
These bouncing baby bears are sugar-sanded and intensely hot



Chocolate Deluxe Mix*

Item # 4029
Rich milk and dark chocolate surrounding a host of nuts and assorted centers



Jewel Very Cherry Jelly Belly® Beans

Item # 52977
Top-selling Very Cherry jelly bean with a sparkling finish.



Cherry Sours

Item # 2095
Soft panned shell with a tender cherry center



TABASCO® Jelly Belly® Jelly Beans

Item # 52966
If you like it hot, you'll love these jelly beans spiced with TABASCO® brand seasonings



Jelly Bean Chocolate Dips® Strawberry*

Item # 4876
The taste of dark chocolate covered strawberries in a jelly bean



Hello Kitty® Mellocremes

Item # 1252
Hello Kitty's iconic head and bow in three delicious flavors: Cherry, Strawberry & Vanilla.

NEW

VALENTINE GIFTS

12 Gift Bags per case



7.5 oz. Jelly Belly®
Valentine Mix
Item # 76863



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



7.5 oz.
Cupid Corn®
Item # 76862



6.8 oz. Deluxe
Valentine Mix*
Item # 76858

NEW



7.5 oz. Jewel
Valentine Mix
Item # 76887

NEW



6.2 oz. Petite
Sour Hearts
Item # 76857



5.5 oz. Red
Raspberry Hearts
Item # 76859



6 oz. Sour
Smoochi Lips
Item # 76856



1.2 oz. Jelly Belly®
Conversation Beans™
Flip Top Box
Item # 61810 • 2/24 ct. caddies



1 oz. Mickey & Minnie
Valentine Exchange Bags
Item # 72484
24 ct. bags (mixed caddy)



8.5 oz. Jelly Belly®
20-Flavor Gift Box
with Valentine Sleeve
Item # 64833 • 10 boxes



17 oz. Jelly Belly®
40-Flavor Gift Box
with Valentine Sleeve
Item # 64864 • 5 boxes



4.25 oz. Jelly Belly®
10-Flavor Gift Box
with Valentine Sleeve
Item # 64753 • 12 boxes

VALENTINE GIFTS



NEW
1.5 oz. Hello Kitty®
Jelly Belly® Bean Tin
with Favorite Flavors
Item # 62033 • 2/12 ct. caddies



NEW
1 oz. Hello Kitty® Bag
Item # 72523 • 24 ct. caddy



1.4 oz. Hello Kitty®
Large Candy Dish
Item # 91211 • 6 dishes



NEW
3 oz.
Hello Kitty®
Mellocremes
Item # 45121
12 bags

4.25 oz. 5-Flavor Jelly Belly®
Hello Kitty® Gift Box
Item # 64769 • 12 boxes



NEW
6.5 oz. Hello
Kitty® Bag
Item # 66001
12 bags



7.5 oz. Hello Kitty®
Favorite Flavors
Item # 76848 • 12 bags



NEW
7.5 oz. Hello Kitty®
Mellocremes
Item # 76844 • 12 bags



1 oz. Jelly Belly®
Hello Kitty® Flip Top Box
Item # 72675 • 2/24 ct. caddies

Party Collection Bags

These new Jelly Belly bags are perfect for Valentine parties, candy buffets, party favors, decorating and more. Mix and match from 11 top-selling Jelly Belly flavors and 10 Jewel Collection Bags.



NEW



7.5 oz. Jewel
Cream Soda
Item # 62616



7.5 oz. Jewel Very Cherry
Item # 62615



7.5 oz. Jewel
Bubble Gum
Item # 62614



7.5 oz. Cotton Candy
Item # 62602



7.5 oz. Coconut
Item # 62600



7.5 oz. Bubble Gum
Item # 62601

12 Party Collection Bags per case.

...For Him



NEW

Our new Draft Beer Beans Grab & Go® bag is perfect for parties, Valentine's Day...or just because you have to try these!

3.5 oz. Jelly Belly®
Draft Beer
Grab & Go® Bag
Item # 66331 • 12 bags



NEW

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



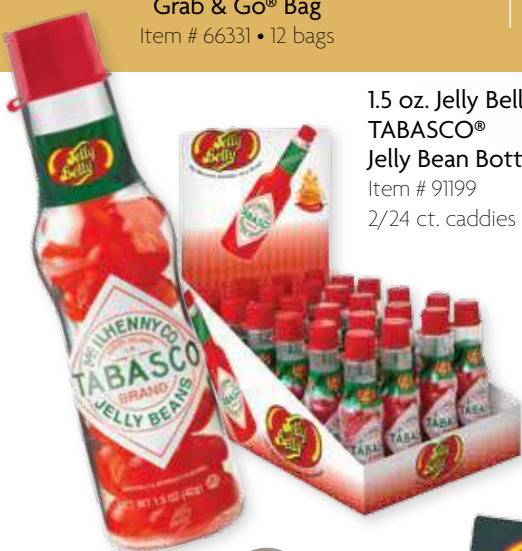
NEW

Say Happy Valentine's Day with a bottle of genuine Draft Beer Jelly Belly beans. This mini plastic bottle is filled with award-winning Jelly Belly Draft Beer beans.

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



ALCOHOL FREE



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



7 oz. Jelly Bean
Chocolate Dips®*
Very Cherry*
Item # 76842 • 12 bags



2.8 oz. Jelly Bean
Chocolate Dips®*
Very Cherry • Item # 42830 • 12 bags
Strawberry • Item # 42834 • 12 bags

NEW



4.15 oz. Jelly Belly®
Dark Chocolate
Covered TABASCO®
Jelly Beans Gift Box*
Item # 64892 • 12 boxes



14.5 oz. Jelly Belly®
Jewel Collection
Candy Jar
Item # 93773 • 6 jars

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



JELLY BELLY® SPRING / EASTER BULK



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



Sour Bunnies

Item # 5360

Pucker up powered gummi/ marshmallow rabbits featured in Apple, Cherry, Grape and Lemonade



NEW

Jewel Sour Lemon

Item # 53002

One of our most loved flavors gets a whole new look with a jewel finish – just in time for Spring!



NEW

Jewel Spring Mix

Item # 53001

Jewel Berry Blue, Bubble Gum, Grape Soda, Orange, Sour Apple, Sour Lemon, Very Cherry



Deluxe Easter Mix*

Item # 1715

Jelly Belly® Spring Mix, Bunny Corn®, Easter Mellocremes, Speckled Chocolate Malted Eggs, Foil-Wrapped Chocolate Eggs



Pectin Jelly Beans

Item # 2745

Cherry, Grape, Lemon, Lime, Orange, Pineapple and Strawberry



Foil-Wrapped Solid Chocolate Eggs*

Item # 6049

Rich milk chocolate covered in decorative foils



Speckled Chocolate Malted Eggs*

Item # 4750

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



Assorted Jordan Almonds

Item # 3035

Plump almonds dressed in crunchy sweet shells of Spring pastels



Bunny Corn®

Item # 1745

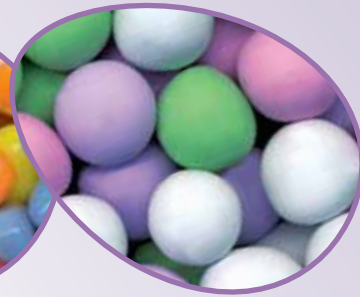
Tempt the bunny with rich vanilla mellocremes dressed in pastel suits



Jelly Belly® Sours Mix

Item # 52787

Sour Apple, Sour Cherry, Sour Grape, Sour Lemon and Sour Orange



Chocolate Dutch Mints*

Item # 4015

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



Peas & Carrots Mellocreme Candy

Item # 1079

This delicious mellocreme mix features pea shapes in Green Apple flavor and carrot shapes in Orange Sherbet flavor. Eating your veggies never tasted so good!



Jelly Belly® 20-Flavor Twist

Item # 9986

20 of our best-selling flavors individually wrapped



Jelly Belly® Sugar-Free 10-Flavor Twist

Item # 9210

Cherry, Green Apple, Lemon, Pineapple, Licorice, Juicy Pear, Buttered Popcorn, Sizzling Cinnamon, Strawberry and Tangerine



NEW

Easter Basket Bling!

Make their Easter basket sparkle with Jelly Belly gift bags filled with the world's most delicious Easter confections. Our gift bags are a beautiful addition to any basket. And our broad selection of irresistible seasonal confections is guaranteed to put a smile on every bunny's face. (12 bags per case.)



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



7.5 oz.
Bunny Corn®
Item # 76853



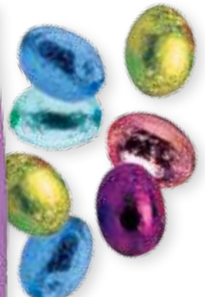
7.5 oz. Jelly Belly®
Spring Mix
Item # 76855



6.8 oz. Deluxe
Easter Mix*
Item # 76852



7.5 oz. Pectin
Jelly Beans
Item # 76854



6 oz. Foil-Wrapped
Solid Chocolate Eggs*
Item # 76851



4.6 oz. Speckled
Chocolate Malted Eggs*
Item # 76849



6 oz. Sour
Bunnies
Item # 76850

17 oz. Jelly Belly®
40-Flavor Gift Box
with Easter Sleeve
Item # 64866 • 5 boxes



4.25 oz. Jelly Belly® 10-Flavor
Gift Box with Easter Sleeve
Item # 64751 • 12 boxes



8.5 oz. Jelly Belly®
20-Flavor Gift Box
with Easter Sleeve
Item # 64832 • 10 boxes

SPRING GIFTS



1.2 oz. Jelly Belly®
Spring Mix Flip Top Box
Item # 61802 • 2/24 ct. caddies

NEW



1 oz. Bag Bunny Corn®
Item # 72547 • 30 ct. caddy

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



NEW

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



14.5 oz. Jelly Belly® Jewel
Spring Mix Candy Jar
Item # 93772 • 6 jars



1.4 oz. Prehistoric Eggs®*
Item # 64155 • 2/24 ct. caddies



NEW



1 oz. Mickey & Minnie Easter Bags
with Spring Mix
Item # 72519 • 24 ct. bags (mixed caddy)

NEW



2.8 oz. Mickey & Minnie
Easter Grab & Go® Bag
with Spring Mix
Item # 66311 • 12 bags



Jelly Belly

Bunny Corn
Candy Corn

Jelly Belly

Kids Mix
Jelly Beans

Jelly Belly

BASKET BUILDERS



3.5 oz. Jelly Belly® Kids Mix
Item # 66938 • 12 bags



1.45 oz. Jelly Belly 20 Flavors Bag
Item # 72528 • 24 ct. caddy



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



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



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

1.4 oz. Jelly Belly® Sours BigBean® Dispenser
Item # 67982 • 2/12 ct. caddies



BeanBoozled® is HOT! Over 100,000 consumer-generated BeanBoozled challenge videos have been uploaded to YouTube — several with 1 million views. So add a little excitement to any Easter basket with BeanBoozled, Jelly Belly's mix of 10 great flavors paired with look-alike weird and wild flavors.

NEW



1.9 oz. BeanBoozled® Jelly Beans
Item # 66340 • 12 bags

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



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



BASKET BUILDERS

12 Gift Bags
per case

NEW



1 oz. Disney® Mickey & Minnie Bag
Mickey • Item # 72522 • 24 ct. caddy
Minnie • Item # 72521 • 24 ct. caddy



7.5 oz.
Mickey Mouse
Item # 76872

7.5 oz.
Minnie Mouse
Item # 76873

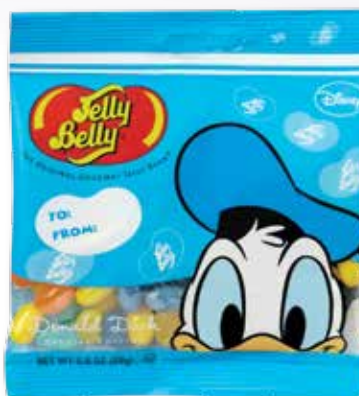
7.5 oz.
Donald Duck
Item # 76874

7.5 oz.
Goofy
Item # 76875

NEW



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



2.8 oz. Donald Duck
Item # 66307 • 12 bags



2.8 oz. Goofy
Item # 66308 • 12 bags



2.8 oz. Mickey Mouse
Item # 66305 • 12 bags



2.8 oz. Minnie Mouse
Item # 66306 • 12 bags

NEW



1 oz. Disney® / Pixar
Cars Bag
Item # 72524 • 24 ct. caddy



NEW



2.8 oz. Disney® / Pixar Cars Bag
Item # 66313 • 12 bags

BASKET BUILDERS



1 oz. Disney®
Princess Bag
Item # 72513
24 ct. caddy



NEW



.65 oz. Disney® Princess Slipper
Item # 62180 • 2/15 ct. caddies



NEW



2.8 oz. Disney® Princess Bag
Item # 66312 • 12 bags

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



7.5 oz. Disney®
Princess Gift Bag
Item # 76879 • 12 bags



1 oz. Disney®
FROZEN Bags

Item # 72493
24 ct. bags (mixed caddy)



NEW



NEW



7.5 oz. Disney®
FROZEN Gift Bag
Item # 76880 • 12 bags

NEW



6.5 oz. Disney®
FROZEN Bag
Item # 66002
12 bags

NEW





Bouncing Beans Dispenser

Customers will love the mesmerizing action AND delicious Jelly Belly jelly beans in this new dispenser! Turn the handle and watch jelly beans cascade through a field of twirling beans! The Bouncing Beans dispenser has a fun and stackable gift box (like all Jelly Belly bean machines). Includes 1 oz. sample bag of assorted, kid-friendly flavors.

1 oz. Bouncing Beans Dispenser
Item # 86111 • 6 dispensers
Bean Machine sold unfilled.



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



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



The Perfect Companion for all Jelly Belly Bean Machines!



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



9.8 oz. Jelly Belly®
40 Flavors Pouch Bag
Item # 66082 • 12 pouches



9.8 oz. Jelly Belly®
Kids Mix Pouch Bag
Item # 66094 • 6 pouches



9.8 oz. Jelly Belly®
Sours Pouch Bag
Item # 66095 • 6 pouches

STAR WARS™

NEW



Dazzle Star Wars™ and Jelly Belly fans with this dramatic gift box featuring the infamous Darth Vader. We use a combination of foil finishes and matte to give this Ultra box a dramatic look that Star Wars™ fans will treasure long after the jelly beans are gone. The Star Wars™ box features a 20-flavor collection of our most popular jelly beans including 12 sparkling jelly bean flavors.

8.5 oz. 20-Flavor Jelly Belly®
 Star Wars™ Ultra Gift Box
 Item # 64843 • 10 boxes

COMING SOON
 Blockbuster
 Movie Launch
 2015
**STAR WARS:
 EPISODE
 VII**

NEW



1 oz. Star Wars™ Bags
 Item # 72494 • 24 ct. bags
 (mixed caddy)

NEW

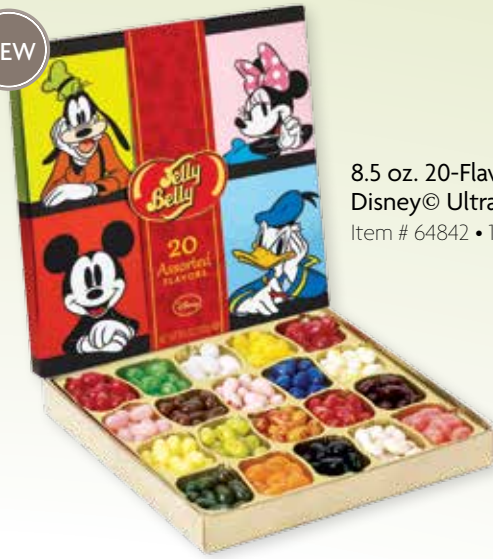


2.8 oz. Star Wars™ Bag
 Item # 66314 • 12 bags



8.5 oz. 20-Flavor
Jelly Belly® Ultra Gift Box
Item # 64840 • 10 boxes

NEW



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



4.25 oz. Jelly Belly® Fabulous Five®
Gift Box with 5 Favorite Mixes
Item # 64816 • 12 boxes



4.25 oz.
Jelly Belly®
Sugar-Free
10-Flavor Gift Box
Item # 64812 • 12 boxes

WARNING: CONSUMPTION OF SUGAR-FREE PRODUCTS MAY CAUSE STOMACH DISCOMFORT AND/OR LAXATIVE EFFECT.



21 oz. Jelly Belly® 50-Flavor
Gold Classic Gift Box
Item # 64793 • 6 boxes



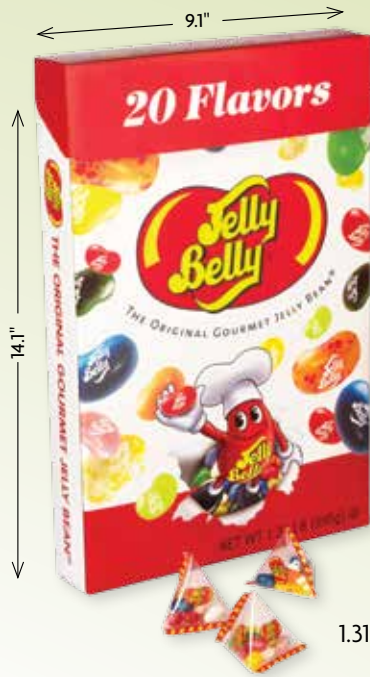
8.5 oz. Jelly Belly®
20-Flavor Gift Box
Item # 64830 • 10 boxes



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



17 oz. Jelly Belly®
40-Flavor Gift Box
Item # 64860 • 5 boxes



NEW!
JUMBO
BOX
Merchandises
2 ways!

1.31 lb. 20 Flavors Jelly Belly® JUMBO Box
Item # 74743 • 6 boxes



NEW
Bigger Size!
12" TALL

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



NEW

Clear pail with a sprinkling of Jelly Belly beans is perfect for creating custom packages this Easter (or drive your bulk sales by offering it as a free gift with purchase). Holds one pound of Jelly Belly jelly beans.

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



2 oz. 20 Flavors
Jelly Belly® Ceramic
Cupcake Candy Dish
Item # 62120 • 8 dishes



NEW

Jelly Belly bean-shaped tin is an Easter staple: the perfect size and price for every Easter basket! This tin features a new lower price and a compact caddy designed to fit any shelf. Each tin is filled with a 1.7 oz. bag of 20 top-selling flavors.

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



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



Something Special for Special Occasions



Jelly Belly®
Curve Rack All Peg
Item # 88168 • 1 unit



2
NEW
ADDITIONS
Perfect
for Easter!

7.5 oz Jewel Grape Soda
Item # 62620 • 12 bags

7.5 oz Jewel Sour Lemon
Item # 62622 • 12 bags

The New Party Collection from Jelly Belly®

Now you can create a one-stop decorating center featuring both our all-time favorites as well as new Jewel Collection Beans which have a distinctive iridescent finish. Party planners, hosts and hostesses will love the fun and colorful true-to-life flavors in new 7.5 oz bags. You'll love getting the benefits of bulk combined with the variety and convenience of displaying up to 18 facings in a small space. Looking for ways to boost your special occasion sales? Be sure and take a look at our new Party Collection.



The perfect way to liven up parties, weddings and holidays.

Free Curve Rack display with minimum order.
Free shipping at \$200

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, © 2014 Jelly Belly Candy Company, Fairfield, CA 94533 U.S.A. • 7UP, A&W, CRUSH and DR PEPPER are registered trademarks of Dr Pepper Snapple Group affiliates used under license. © 2014 Dr Pepper Snapple Group. All rights reserved. • SUNKIST AND DESIGN is a registered trademark of SUNKIST GROWERS, INC. used under license by Jelly Belly Candy Company. © 2014 SUNKIST GROWERS INC. • Hello Kitty and design is a registered trademark of SANRIO, CO., LTD. Used under license. ©1976, 2014, SANRIO CO., LTD. www.sanrio.com • The TABASCO® marks, bottle and label designs are registered trademarks and servicemarks exclusively of and licensed by McIlhenny Company, Avery Island, Louisiana 70513. www.TABASCO.com • © DISNEY