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WHAT'S HOT IN SUMMER CANDY? THE FRESH MARKET'S CANDY CURATORS SPILL THE JELLY BEANS

GREENSBORO, NC – June 12, 2019 – With hundreds of varieties of specialty chocolates and sweet treats, a trip to The Fresh Market can make you feel like a kid in the candy store. Ever wonder how this specialty grocer decides which candies make it into the curated selection or what the hot summer sweet is going to be?

Since June is National Candy Month and The Fresh Market's candy buyers recently returned from the 2019 Sweets & Snacks Expo, we asked them to spill the jelly beans about what category trends and new products they are excited about:

- Gummy candy sales surge in the summer, increasing in popularity by more than 60%
 - Contributing to this trend are better-for-you gummies like **Smart Sweets** that contain a full-days' worth of fiber (28g) and only 3g of sugar per serving and **Yum Earth** gummies that are organic, non-GMO, free from the top 8 major allergens, gluten-free and made without high fructose corn syrup.
- Gourmet crispy treats
 - Sales have doubled since The Fresh Market started bringing in these artisan gourmet crispy treats from **Melville** and **Selma's** that come in seasonal shapes like ice cream cone, birthday cake or starfish and flavors ranging from traditional to cookies and cream.
- Unconventional flavors for traditional favorites
 - New, summer malt ball flavors including orange sherbet and strawberry are now available alongside The Fresh Market's #1 best-selling bulk candy item – Milk Chocolate Malt Balls.
 - Cocktail flavored cotton candy from **Chocolate Storybook** available in margarita and mimosa flavors, or limoncello almonds layered in white chocolate and lemon cream.
- Everything Old is New Again
 - From licorice-flavored gum, **Black Jack Chewing Gum** to **Red Vines** licorice twists, **Charleston Chews**, **Wax Soda Bottles** and more, nostalgic candies from as far back as the early 20th century is making a comeback.

About The Fresh Market, Inc.

Since 1982, The Fresh Market, Inc. has helped guests make every day eating extraordinary with time-saving meal solutions, unique ingredients and delicious food for any occasion. From fresh produce and exceptional meat and seafood, to signature baked goods and thousands of organic options, this specialty grocery retailer has something to please every palate. The Fresh Market currently operates 161 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on Facebook, Twitter, Instagram and Pinterest.

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