



The Natural Confectionery Co. launches new 25% Less Sugar Jellies

No artificial colours, flavours or sweeteners and bursting with fruit flavour!

Get ready to celebrate, lolly lovers! The Natural Confectionery Co. has today announced a delicious addition to its range, with the launch of its new 25% Less Sugar Jellies.

Over the past three years, a dedicated team of confectioners at The Natural Confectionery Co. factory in Scoresby, Victoria, have been attempting to achieve the seemingly impossible, and they've finally cracked it – a jelly that is lower in sugar and tastes great!

With 25% less sugar than other leading Candy Jelly brands, these jellies contain no artificial colours, flavours or sweeteners. Whether you are a chomper, stretcher, savourer or sucker, these new great tasting jellies are bursting with fruit flavour to make an all-round yummy treat.

Associate Director for Candy Marketing, Rohin Rosman said that the company developed the product to meet some people's desire to manage their sugar intake.

"We know that treats play a special role in people's lives as a moment of indulgence and fun, and we're all becoming a bit more focused on wellbeing and our food choices. The new 25% Less Sugar jellies provide a treat which meets the growing demand for reduced sugar options, without compromising on the great taste or quality that people expect from The Natural Confectionery Co."

Mr Rosman added that the science behind the reformulation is a "trade secret", but said some of the sugar has been replaced with a natural fibre.

"After hundreds of trials we managed to create a reduced sugar recipe that still delivers the delicious fruity flavours and soft jelly texture. It's been tested extensively and people love it," Mr Rosman said.

The new 25% Less Sugar jellies are the perfect treat for sharing with friends and family. Bring along to a mate's BBQ, a friend's birthday party, or even just movie night with the family relaxing on the couch – whatever the occasion, these new jellies are perfect for fun!

The Natural Confectionery Co. 25% Less Sugar Jellies are available in three fruity variants: 25% Less Sugar Snakes (260g), 25% Less Sugar Frogs (220g) and 25% Less Sugar Fruit Basket (220g). Head to your local Woolworths, Coles and select independent stores to try them for yourself! (RRP \$3.99).



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