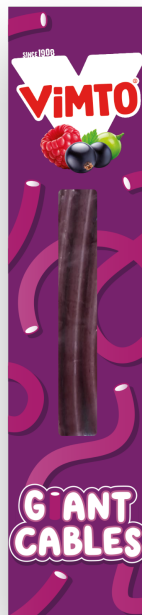


Hancocks reveal selection of new products

Confectionery experts, [Hancocks](#) have revealed a selection of new products including Vimto's new giant cables.

The UK's leading confectionery wholesaler are now stocking the new [Vimto Giant Cables](#). Made with real fruit juice, this Vimto flavoured candy is the perfect novelty treat that is sweet on the outside and creamy on the inside.



Also new at Hancocks are the [Kingsway Fizzy Rolls](#). This fruit flavoured candy is a popular pick n mix sweet and looks great as part of a pick n mix display as well as being the perfect treat for events and parties.

Expected to be popular amongst children is the [Crazy Candy Factory Dancing Duck](#). This fruit flavoured novelty candy comes in the form of a cute dancing duck available in three different colours - perfect for parties!



Other novelty sweets include the [Vidal Chicken Feet Sweet Tub](#) which is full of bright and eye-catching chicken feet shaped sweets and the [Sweet Bandit Ooze Tubes](#), oozing with sour candy in a variety of flavours such as cherry, blue raspberry and watermelon.

Those looking for a great gifting option should consider the [Bonds Sweet Sprinkles 6 Jar Gift Set](#) which consists of six mini jars filled with popular sweets - perfect for candy lovers. Sweets include pink & white mini mallows, milk chocolate jazzies, mini jelly frogs, fizzy watermelons, white mice and mini mallows.



Crazy Candy Factory are putting their two most popular flavours head to head with their new [Blue Razz vs Strawberry Froot Pastillez](#). These sour gummy sweets are also great for parties and make for a great pocket treat.

In addition to the Kingsway Fizzy Rolls, Hancocks' [Marshmallow Cupcakes](#) are also great for parties and events. The vanilla flavored treats come in the form of pink and white mini cupcakes which look great as part of a tasty pick n mix display.

Other new products now available at Hancocks are the [Zed Candy Blue Razz & Cherry Mega Sour Gum Rope](#).

Hancocks are also exclusively stocking the [Haribo Sour Sparks](#) which are available in the bulk 2.75kg pick and mix format.

Chris Smith, Marketing Communications Manager at [Hancocks](#) said: "We love being able to supply our customers with new and exciting products and a lot of these new ones are packed with amazing sour flavours.

"It's great to be able to give retailers the opportunity to constantly provide their customers with new and exciting treats to keep them coming back for more.

"We're really excited for people to try the new Giant Vimto Cables, they'll definitely be a much loved product and they're filled with that Vimto flavour that everyone just adores.

"Products like the Kingsway Fizzy Rolls and Marshmallow Cupcakes are also a must have - they'll look great on pick and mix displays or individually!

"The Sweet Bandit Ooze Tubes are another exciting product too, their novelty playground factor is what makes them really great sweets and we think these will be really popular amongst kids.

Hancocks is the UK's leading confectionery wholesaler with 14 nationwide cash and carry stores and an online channel www.hancocks.co.uk. Customers can shop online 24/7 with delivery to the door or click and collect options.

[Hancocks](#) is the one stop shop for confectionery for over 25,000 independent retailers and is part of the World of Sweets group.

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