



HELPING CANADIANS CELEBRATE THEIR SWEETEST MOMENTS.

## **Ganong Secures License for Nostalgic Candy Brand Sixlets for a New Generation**

**August 1, 2024** – St. Stephen, N.B. - Ganong, Canada's oldest chocolate and candy company, has acquired the Sixlets Candies license and the Color It Candy brand.

Ganong is revitalizing the brand, bringing back these colourful, whimsical candy-coated treats as everyday snacks and seasonal goodies. Various SKUs will be launched across retail channels and will be available in U.S. markets this fall, and Ganong is currently taking pre-orders for Color It Candy to follow the Sixlets relaunch.

"There is no better caretaker for Sixlets and Color It Candy than Ganong," says Bryana Ganong, CEO. "Sixlets has been a sweet favorite for more than half a century and evokes instant nostalgia for many. Our long history of quality aligns perfectly with these iconic brands. We are excited to introduce them to a new generation of candy lovers."

This milestone builds on Ganong's rich history, offering a nostalgic and exciting new adventure in the candy world. With over 150 years of excellence, Ganong is renowned for its innovation and trusted quality. The company's blend of traditional craftsmanship, modern techniques, state-of-the-art facilities, and proven track record in confectionery production makes it the perfect steward for Sixlets and Color It Candy. This acquisition expands Ganong's portfolio and leverages its expertise to elevate the Sixlets brand.

"This relaunch is about rekindling the joy and excitement that Sixlets brings to every occasion," adds Ganong. "We are committed to delivering the same delightful taste and fun that has made Sixlets a cherished candy for generations." By revitalizing a nostalgic favorite like Sixlets, Ganong continues to honor its legacy while paving the way for new, sweet adventures.

Commercial trials are currently underway. Sixlets will be shipped to U.S. retailers this October, with plans to enter the Canadian market in early 2025.

For more information, click: [Ganong Secures License for Sixlets](#)

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