

**SIXLETS<sup>®</sup>**  
CANDIES

**Press Kit**

  
**GANONG<sup>®</sup>**  
EST. 1873



# Candy You Remember, Candy Your Kids Will Love.

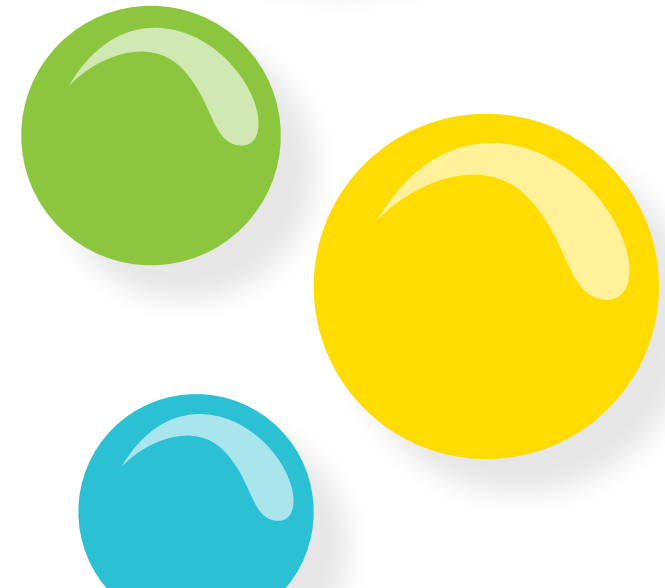
Ganong Bros., Limited, Canada's oldest chocolate and candy company, is thrilled to welcome a beloved brand to its portfolio with the addition of Sixlets® Chocolatey Candies and Color It Candy™ products.

Sixlets® are small, round candy-coated chocolates known for their unique flavour and vibrant colours. They offer a fun and nostalgic experience for candy lovers, with a distinctive taste that combines sweet and malty chocolate. Sixlets® are gluten-free and free from six of the top eight allergens.

Ganong and Sixlets® are a candy lovers wonderful fit as both brands value tradition while embracing innovation. The addition of Sixlets® to the Ganong family of products makes a perfect fit in a confectionery industry that is ever vibrant and evolving.

Whether you are reliving childhood memories or discovering them for the first time, Sixlets® are a testament to the magic of combining creativity, quality, and a touch of whimsy in the candy world.

Sixlets® will be available in the U.S. in late 2024 and in Canada in early 2025, and Ganong is currently taking pre-orders for Color It Candy™.



# Sixlets: A Sweet Story

Sixlets® has been delighting candy lovers for generations.

First introduced by Leaf Brands of Illinois in 1960, Sixlets® combine chocolate flavours with the colourful fun of hard candies. They quickly became a staple in candy aisles and households across the U.S.

Sixlets® are small, round candies with a crunchy outer shell and a rich, chocolatey centre. The name was inspired by the original packaging, which contained six candies. The packaging evolved over time but not before the brand became an iconic staple in the U.S. confectionary industry, represented by the youthful and fun Mr. Sixlets® character.

For more than six decades, Sixlets® has maintained their charm and become a favourite for candy lovers of all ages. A beloved sweet treat, Sixlets® are a special part of Halloween trick-or-treat bags, party favours and festive celebrations.



# Ganong: Celebrating Life's Sweet Moments

Ganong Bros., Limited is Canada's oldest family-owned and operated chocolate company, manufacturing all of its products in St. Stephen, New Brunswick. The company has a wide range of manufacturing capabilities, including branded products, private label, and contract manufacturing. The company also operates the Ganong Chocolatier boutique featuring premium hand dipped chocoates, and serves customers worldwide through its online store.

Ganong's history of quality aligns perfectly with the iconic Sixlets® and Color It Candy™ brands. After being absent from the market for the last two years, Ganong is excited to bring back the Original Sixlets® candy, elevate the Sixlets® brand, and ensure it remains a staple in candy aisles and households across North America.

Ganong's acquisition of the Sixlets® candy license and Color It Candy™ brand is an exciting moment in the confectionary industry. Ganong's expertise and passion for quality guarantees that Sixlets® legacy will carry on for candy lovers of all ages.





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