



# sweetzone

Bursting with Flavour!



## Who We Are

Based in the United Kingdom, Sweetzone have been providing high quality confectionery since 2002.

The Sweetzone range currently consists of marshmallows, jelly sweets, fruit chews, candy floss, lollipops, belts and liquorice pencils, all 100% halal and all made to the highest standards. Collectively, the Sweetzone range provides one of the largest and most unique ranges of halal and vegan friendly sweets available worldwide.

Our aim is to provide extremely high quality confectionery that is entirely suitable and enjoyable for mainstream Western consumers, but with the added benefit that the sweets are also 100% halal and the entire range suitable for the Muslim market worldwide.

As well as offering a wide variety of halal and vegan options, we also offer an increasing range of "free from" products with sugar free, gluten free, dairy and nut free options available.

We currently export to over 25 countries including Ireland, France, Germany, the Netherlands, Belgium, Spain, Sweden, Norway, Denmark, Saudi Arabia, UAE, Mauritius, Bangladesh, Pakistan, Sri Lanka, Kenya, Ghana and Russia.

## Sectors we serve

- Mainstream Supermarkets
- Cash and Carry Wholesalers
- Delivered Wholesalers
- Confectionery Wholesalers
- Cinemas & Leisure Outlets
- Ethnic/World Foods Supermarkets
- Foodservice Outlets
- Coffee and Ice Cream Wholesalers





## **Why Sweetzone is Different**

Sweetzone are proud to offer one of the highest quality, unique and innovative ranges of sweets in the world.

The range provided by Sweetzone is unparalleled when measured in terms of the scale of the range, the quality of the products, the packaging, and most importantly the taste and enjoyment obtained from our products.

As a British brand, Sweetzone is well respected in overseas markets. Consumers come to learn after trying different Sweetzone products that they can always expect to find a certain standard of quality throughout the entire product range.

In addition, all of our products that are not suitable for vegetarians i.e. those that contain gelatin, are all 100% halal certified by the Halal Monitoring Committee (HMC) of the United Kingdom. HMC is the gold standard regarding halal certification in the UK and they are also an authority that are held in very high regard internationally. HMC certification provides our Muslim consumers with an extra level of reassurance that each and every ingredient in our products has been rigorously scrutinised by suitably qualified scholars.

Our vegan suitable products are accredited by The Vegetarian Society to provide our vegan consumers reassurance that everything has been carefully checked and approved by experts in this field. Our Vegan approved products include lines such as our rainbow belts, rainbow pencils, candy floss, pencil jelly as well as our entire new range of vegan jelly sweets.



## ***Our Clients***



## Jelly Mix Bags

Jelly mixes have always been a great line for sharing with family and friends, or if you happen to be feeling particularly indulgent you can even eat them all yourself!

Sweetzone jelly sweets are renowned for a wide selection of shapes and sizes as well as a great taste and appearance. Jelly mixes in bags have always been fast selling lines and our jelly mixes consisting of Party Mix (plain), Fizzy Mix (fizzy) and Tangy Mix (sour) are no exception, all providing tasty mixes with 4 or 5 different shapes in each bag.



Party Mix Bag 180g

## 170g Range

Sweetzone 170g bags come in three shopper favorites, Fizzy Rings, Fizzy Super Mix, and Super Mix, delivering bright fruity gummies in both fizzy coated and smooth soft options that pop on shelf and drive repeat sales. Fizzy Rings brings tangy sugar dusted rings, Fizzy Super Mix adds a lively variety of fizzy shapes, and Super Mix offers a classic assortment of soft gummies with the same bold flavours, all fat free and made with halal beef gelatine. Perfect for sharing and impulse zones, simply store in a cool dry place away from direct sunlight and enjoy soon after opening, see pack for full ingredients and any allergen advice.



Fizzy Rings 170g



Fizzy Super Mix 170g



Super Mix 170g

## Chew Bags

Sweetzone Chew Bags 200g deliver four proven sellers made with real fruit juice, perfect for sharing and front of store. Fruit Chews brings a classic mix of soft chewy pieces in popular fruit flavours, Tropical Blast adds a sunny blend of pineapple, mango, passion fruit and citrus, Mega Stix offers long chewy stix that kids love, and Sour Fruit Chews give a bright tang for customers who want a zingy hit. All are halal friendly and designed for strong shelf impact with high repeat purchase. Store in a cool dry place away from sunlight and enjoy soon after opening, see pack for full ingredients and any allergen advice.



Fruit Chews Bag 200g



Tropical Blast Bag 200g



Mega Stix Bag 200g



Sour Fruit Chews 200g

**NEW**

## 180g Bags

Sweetzone 180g Bags deliver four fast movers that create colour and theatre on shelf. Sour Magic Belts bring soft rainbow belts with a bright tang, Fizzy Mini Strawberry Pencils offer bite size fizzy strawberry pieces, Mini Sour Assorted Pencils pack a lively mix of tangy mini pencils, and Mega Pencils give long colourful pencils that kids love. Great value for front of store and lunchbox treats, with vegan options clearly marked on pack. Store in a cool dry place away from sunlight and enjoy soon after opening, see pack for full ingredients and any allergen advice.

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Sour Magic Belts 180g 



Fizzy Mini Strawberry Pencils 180g 



Mini Sour Assorted Pencils 180g 



Mega Pencils 180g 

Sweetzone 180g Bags

# Marshmallow Bags

Sweetzone Marshmallow Bags bring soft, fluffy mallows that sell fast across family and impulse zones. Choose Mallow Twists 160g for classic pink and white swirls, Fruity Mallows 140g for light fruity pieces in pastel colours, Mighty Mallows 140g for extra chunky cubes, Mini Mallows 140g for topping hot chocolate and baking, and Mallow Mix 140g for a crowd pleasing variety in one pack. All are fat free and halal friendly, with bright shelf presence and broad appeal for snacking, parties, and home baking. Store in a cool dry place away from sunlight and enjoy soon after opening, see pack for full ingredients and any allergen advice.

## Sweetzone Marshmallow Bags



Mallow Twists Bag 160g



Fruity Mallows Bag 140g



Mighty Mallows Bag 140g



Mini Mallows Bag 140g



Mallow Mix Bag 140g

## Rainbow Lollies

Our lollies are excellent and the quality is very much aligned with the high standards you find throughout the Sweetzone range. Our 182g bags contain 27 lollies in each so are ideal as a sharing bag. Each bag contains a tasty mix of strawberry, orange, cola and apple flavours. The flavours are high quality and these are seriously enjoyable lollies.

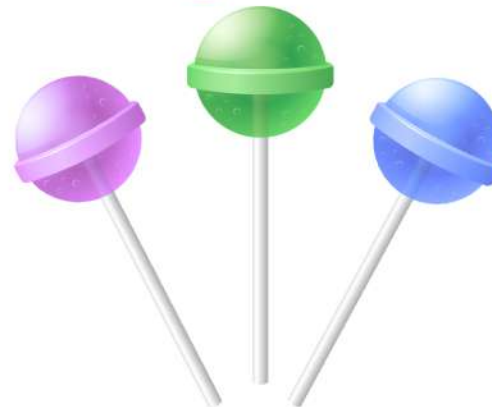
## Pencil Jelly

Pencil Jelly is a tasty, innovative and popular type of confectionery that contains less sugar than most confectionery, has added fruit juice, is fat free and is also suitable for vegetarians.

It's a ready to eat jelly that's inside a sachet and is available in 6 great flavours – Strawberry, Apple, Pineapple, Mango, Lychee and Raspberry. Pencil Jelly is a great treat for children and it's also good for those on a diet who need a sweet treat.



Rainbow Lollies Bag 182g 



Pencil Jelly Bag 260g 

Sweetzone Rainbow Lollies / Pencil Jelly Bags

## Mini Bags

Our range of mini bags consists of 12 great flavours which make for an ideal pocket money spend and can provide treats for those with a number of children to cater for.

With popular favourites included there's enough choice to keep everyone happy.



Cola Bottles Mini Bag 90g



Fizzy Cola Bottles Mini Bag 90g



Party Mix Mini Bag 90g



Happy Bears Mini Bag 90g



Watermelon Drops Mini Bag 90g

## 2p Tubs

Tubs are one of our largest categories and with over 40 varieties in our range, it's one of the largest ranges available anywhere in the world.

We cover the classic lines and also have a fair number of lines with a point of difference in 350 x 2p (805g), 100 x 7p (800g), 70 x 10p (805g) and 35 x 20p (805g) sizes.

All of the shapes we provide in our tubs are also available in 1kg bulk formats.



**Blue Raspberry Bottles 805g**



**Cola Bottles 805g**



**Fizzy Cherry Bottles 805g**



**Fizzy Cola Bottles 805g**



**Fried Eggs 805g**



**Fruity Hearts 805g**



**Happy Bears 805g**



**Juicy Berries 805g**



**Juicy Lips 805g**

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Sweetzone **Tubs 2p**



Mini Frogs 805g



Sour Bears 805g



Watermelon Bottles 805g



## 7p Tubs

Tubs are one of our largest categories and with over 40 varieties in our range, it's one of the largest ranges available anywhere in the world.

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All of the shapes we provide in our tubs are also available in 1kg bulk formats.



Blue Raspberry Slice 800g



Fizzy Giant Strawberries 800g



Giant Strawberries 800g



Orange & Lemon Slices 800g



Peach Rings 800g



Sour Twin Cherries 800g



Twin Cherries 800g



Watermelon Rings 800g



Watermelon Slice 800g

## 10p Tubs

Tubs are one of our largest categories and with over 40 varieties in our range, it's one of the largest ranges available anywhere in the world.

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All of the shapes we provide in our tubs are also available in 1kg bulk formats.



**Blue Raspberry Bottles 805g**



**Cola Bottles 805g**



**Yellow Bellies 805g (20p Tub)**



**Giant Fizzy Cola Bottles 805g**



**Fizzy Tutti Frutti Bottles 805g**



## Mini Tubs

Mini tubs are a great format of packaging due to the fact they are resealable. This means you can eat the sweets them at your leisure so they can be kept in the cupboard or in the car for a sweet treat every now and again. Some consumers even like to keep the tubs after to store things.



Fizzy Cola Bottles 170g



Fizzy Blue Raspberry Bottles 170g



Twin Cherries 170g



Fizzy Fruity Mix 170g



Watermelon Drops 170g



Cola Bottles 170g



Fizzy Bears 170g



Fruity Hearts 170g



Happy Bears 170g

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Juicy Mix 170g



Mini Frogs 170g



Sour Twin Cherries 170g



## Bulk Sweets

We have one of the largest and best ranges of bulk available with over 50 varieties.

There is a large demand for bulk jelly sweets from sweet shops, pick and mix outlets, leisure outlets and cinemas. There are also many companies who repack sweets into their own sweet cubes, sweet cones, small bags and other forms of value added packaging.



Apple and Custard Hearts



Blue Raspberry Bottles



Cola Bottles



Blue Dolphins



Fruity Hearts



Fizzy Cola Bottles



Fizzy Strawberry Hearts



Mini Frogs



Sour Apple Rings



Fizzy Magic Mushrooms



Party Mix



Sour Bears

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Watermelon Bottles



Twin Cherries



Blue Raspberry Rings



Peach Rings



Fruity Hearts



Happy Bears



Juicy Berries



Watermelon Slices

# NEW

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Sweetzone Bulk Sweets



Supreme Mix



Fizzy Funky Frogs



Rhubarb & Custard Pencils



Fizzy Strawberry Pencils



Fizzy 3D Hearts



Blue Raspberry Slices



Foam Blue Raspberry



Foam Strawberry



Jelly Blue Twist Kisses



Fizzy Peach Hearts



Strawberry & Cream Hearts



Watermelon Slices

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# NEW

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Gummy Pizza



Fizzy Blue & White Stars



Fizzy Pink & White Stars



Jelly Turtles



Fruit Chews



Mega Stix

# Bulk Marshmallows

Sweetzone bulk marshmallows provide all that's required for pick and mix, chocolate fountains, the coffee market and ice cream market. Other buyers of our bulk marshmallows use them for repacking them into forms of added value packaging such as sweet cones, gift boxes, gift cubes, dome cups and similar items.

Sweetzone Bulk Marshmallows



Mini Mallows Bag (Pink and White)



Micro Mallows Bag (4 colour)




Giant Mallows Bag (white)


## Candy Floss

Sweetzone Candy Floss is the best selling candy floss in the UK by a considerable margin with our 50g pails and 20g pots proving extremely popular. Whilst candy floss used to be the province of the fun fair and leisure outlets, it's now commonly sold in retailers, wholesalers and even by some bars in candy floss cocktails!



Candy Floss 50g Pails 



Candy Floss 20g Pots 



# 10p Pencils

Our Sweetzone 10p pencils are a great range with 10 different flavours available – Bubblegum, Strawberry, Blue Raspberry, Rainbow, Fizzy Rainbow, Apple, Blackcurrant, Cherry and Energy.

These are bursting with tasty flavours in the coloured part of the sweets and the fondant filling has the right creamy flavour to ensure you get max enjoyment from these.

These can be sold individually for 10p as a kids pocket money spend, or if you're lucky your local supermarket may sell the tubs as a complete unit at a good price.



Bubblegum Pencils 1.1kg 



Strawberry Pencils 1.1kg 



Blue Raspberry Pencils 1.1kg 



Rainbow Pencils 1.1kg 



Blackcurrant Pencils 1.1kg 



Apple Pencils 1.1kg 



Cherry Pencils 1.1kg 

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**Fizzy Assorted Pencils 1.1kg** 



**Fizzy Rainbow Pencils 1.1kg** 



**Fizzy Strawberry Pencils 1.1kg** 



## 10p Belts

Sweetzone 10p Belts are soft, sour dusted fruit strips packed in bright 1.1 kg tubs that shout value and drive impulse sales. Available in Apple, Blue Raspberry, Cola, Strawberry, Watermelon and Rainbow, they are easy to sell as individual 10p treats or by the full tub for take home. Perfect for till points, forecourts and tuck shops, with a resealable lid that keeps the belts fresh. Store in a cool dry place away from sunlight, see pack for full ingredients and any allergen advice.



Apple Belts 1.1kg



Blue Raspberry Belts 1.1kg



Cola Belts 1.1kg



Strawberry Belts 1.1kg



Watermelon Belts 1.1kg



Rainbow Belt 1.1kg





# RAINBOW ORBITS

Sweetzone has partnered with Space Candy from the U.S., bringing Rainbow Orbits to market, as an initial start to the U.K. range of freeze dried fruity candy with a light airy crunch and bold flavour. Available in 50g packs across three options, Rainbow Orbits, Sour Rainbow Orbits and Berry Orbits, each delivers bright colour on shelf, strong impulse appeal and social friendly excitement. Made from popular fruit candies that are gently freeze dried to intensify flavour and create a melt in the mouth crunch, the range combines Sweetzone quality and reliable supply with Space Candy creativity and buzz. 100% Halal.



Sweetzone **Rainbow Orbits**



Rainbow Orbits 50g



Sour Rainbow Orbits 50g



Berry Orbits 50g

# Display Solutions

Create a Sweetzone destination that lifts impulse and repeat sales. Choose a full branded bay for maximum colour and theatre or a compact floor stand for power aisle, queue and front of store. Both formats are easy to merchandise, with colour blocked tubs for quick facing, high units per square metre and strong shopper navigation. We provide planograms, pricing strips and POS, plus install support and tailored ranging by store type. Resealable tubs keep product fresh and the bold Bursting with Flavour branding draws shoppers from distance. Talk to us for a layout that fits your space and sales goals.



Sweetzone Bay Display



Sweetzone Bay Display



Sweetzone Stand

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Sweetzone Pallet Display



Sweetzone Bay Display



Sweetzone Bay Display

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