



**AMERICAN
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FOR IMMEDIATE RELEASE

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Deck The Halls with Delectable Candy Launches from Sour Punch® and Red Vines®

*American Licorice® Company Launches Red Vines® Gingerbread Twists and
Holiday Website for Fans to Get in The Merry Spirit*

La Porte, Ind. (November 17th, 2021) – [American Licorice Co.](http://AmericanLicoriceCo.com) is here to bring the holiday cheer with festive new launches and special-edition seasonal packaging from Sour Punch® and Red Vines®. From the Sour Punch family, fans can add festive flare to their annual eggnog sipping with Santa Straws, or enjoy Arctic Straws frosty flavors like frozen flurry, arctic avalanche, green glacier and polar plunge. Two additional seasonal items are Sour Punch® Trees in cherry and lime flavors, and Merry Mix, offering mouth-puckering sour flavored bites in watermelon, green apple, cherry, and berry flavors. Licorice lovers can enjoy a seasonal tradition with the debut of Red Vines® Gingerbread Twists, catch them while you can! For a festive variation on a brand classic, Red Vines® Original Red Twists are offered in special wintertime package, perfect for gifting.

For anyone looking to land a spot on the nice list this year, you won't need Santa's sleigh to deliver, American Licorice® Company is also launching a seasonal holiday [website](#) to help fans get in the merry spirit. The interactive website includes festive family activity ideas and recipes, including a Graham Cracker House, Red Vines Reindeer Cookies, Sour Punch Snowflake Cookies and String Light Holiday Cake Pops! *The Deck the Halls Boughs and Bundles* includes all the candy you'll need to bedazzle your gingerbread house.

“When selecting a new flavor for the holidays, we drew inspiration from childhood memories,” says Kristi Shafer, VP of Marketing for American Licorice Company. “We hope the Red Vines Gingerbread Twists inspire fans to gather around with family or friends, put on their candy contractor hat and build their own gingerbread house and of course use our holiday candies to help deck out their creation.”

New and seasonal-themed candy offerings to celebrate the holidays are available on the American Licorice Company website now and select retailers with the following items:

- **Red Vines® Gingerbread Twists:** Red Vines® Gingerbread Twists are a festive, limited-edition candy complete with a delicious gingerbread flavor to build the ultimate candy castle. Add the twists into your annual gingerbread house-building activities with friends and family or complete your holiday stocking stuffers with this 4oz tray of twists. \$2.39 for a 4oz tray. Available only at shop.americanlicorice.com.
- **Red Vines® Original Red Winter Twists:** Experience a blustering burst of flavor with Red Vines® Original Red Twists in fun wintertime packaging. This soft & chewy licorice is the perfect mood-boosting treat for the chilly months. \$1.39-\$1.79 for a 4oz tray. Available at Target, Kroger, Meijer, Rite Aid, WinCo, Cracker Barrel, Supervalu Total, Kohl's, Michaels and shop.americanlicorice.com.
- **Sour Punch® Trees:** Bring bliss to your taste buds with tree-shaped candies in favorite cherry & lime flavors. Mix and match the red and green candy pieces for a very merry flavor mash-up. Each of the pouches has "to" and "from" labels, perfect for gifting to friends & loved ones. \$1.49 for a 2.5oz pouch. Available at Harris Teeter, Walgreens, Ingles, AAFES (Military) and shop.americanlicorice.com.
- **Sour Punch® Santa Straws:** Unwrap scrumptious flavor with Sour Punch® Santa Straws! Enjoy blissful snacking with two bright & fruity flavors: apple & berry. These festive Sour Punch Straws® are a jolly edition to stockings and gift baskets. \$1.00 for a 3.7oz tray. Available at Walmart, CVS, Harris Teeter, Family Dollar and shop.americanlicorice.com.
- **Sour Punch® Arctic Straws:** Brave the winter blues with a cheery candy blend to top off your seasonal eggnog this year. Sour Punch® Arctic Straws come packed with arctic-inspired sour candy flavors, like frozen flurry, arctic avalanche, green glacier and polar plunge. Add them as a surprise to stockings or keep them nearby for lazy evenings at home! \$1.00 for a 3.7oz tray. Available at CVS, Target and shop.americanlicorice.com.
- **Sour Punch® Merry Mix Bites:** Spread some cheer with Sour Punch® Merry Mix Bites! The bright & fruity flavors include watermelon, green apple, cherry and berry for this jolly flavor fusion. \$2.79-\$3.49 for a resealable 9oz bag. Available at Walmart, Target and shop.americanlicorice.com.
- **Deck the Halls with Boughs and Bundles:** What would the holidays be without a gingerbread house masterpiece? This year, have even more festive fun creating one! This bundle features all the candy you'll need to bedazzle your creation with color and flavor. Each bundle includes one 9oz bag of Sour Punch® Assorted Bites, one 5oz tray of Red Vines® Grape Twists, one 8oz bag of Red Vines® Original Red Jumbo Twists and one 5oz bag of Red Vines® Sugar Free Strawberry Twists. \$10.99 for the bundle. Available only at shop.americanlicorice.com.

About American Licorice Company:

American Licorice® Company has been creating delicious confections for over 100 years. Family-owned and operated since 1914, American Licorice is one of the original licorice manufacturers in the United States, and one of the oldest candy companies in the industry. American Licorice Company's mission is to Invest in Happiness, and they have done so for

generations of consumers who love the best-selling brand of licorice candy in the western United States, Red Vines[®] candy. In 1990, American Licorice was one of the first confectioners to break into the sour candy market with the launch of Sour Punch[®] candy. Headquartered in La Porte, Indiana with a manufacturing facility in Union City, California, American Licorice is proud to create sweet (and sometimes sour!) moments for candy fans across the country, and the globe.

About the Red Vines[®] Brand:

Red Vines[®] candy is the deliciously rewarding treat that has been making special moments even sweeter for generations. Always fat-free and made without preservatives, the Red Vines[®] brand delivers an exceptional flavor that sets itself apart from the competition. Made in small batches, using artisanal techniques passed down through five generations, Red Vines[®] candy has a rich heritage built on our dedication to consistent quality, flavor, and freshness. Whether you pick up our classic tray at the movie theater concession stand or pack up our timeless jar for a family picnic, Red Vines[®] candy has been an essential part of celebrating life's sweet moments for decades.

About the Sour Punch[®] Brand:

Sour Punch[®] candy is the brand of mouth-watering, sweet-yet-sour chewy treat that excites candy fans of all ages. One of the first brands to enter the sour candy market in the 1990's, Sour Punch[®] candy continues to tease taste buds with its fun colors and fruity flavors; all packing the extra "punch" of sweet and sour. Sour Punch[®] candies satisfy that sour craving through its many forms: Straws, Bites, Bits and Twists. Sour Punch[®] Straws are the sweet-and-sour candy slurp that comes in delicious flavors, from the ever-popular strawberry and blue raspberry to awesome apple, cherry, and watermelon. Sour Punch[®] Bites and Bits are bite-size sour, chewy pieces that tantalize your taste buds. For sour sharing, Sour Punch[®] Twists are the individually wrapped sour candy; perfect for snacking anytime. Sour Punch[®] candy is the perfect treat to make your mouth pucker.