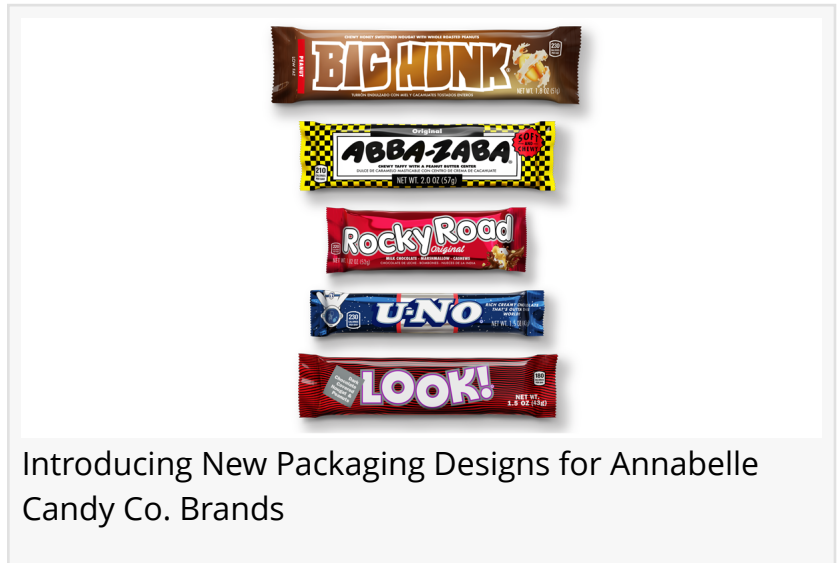


Annabelle Candy Co. Unveils Exciting New Packaging Designs and Introduces Abba-Zaba Chocolate & Peanut Butter

HAYWARD, CA, UNITED STATES, June 13, 2023 /EINPresswire.com/ -- Annabelle Candy Co. Unveils Exciting New Packaging Designs for All Brands and Introduces the Irresistible Abba-Zaba Chocolate & Peanut Butter Taffy Bar

Annabelle Candy Co., a leading confectionery company renowned for its exceptional treats, is thrilled to announce the launch of new packaging designs across all its beloved brands. Simultaneously, the company is introducing a new addition to its confectionery lineup with the debut of the Abba-Zaba Chocolate & Peanut Butter taffy bar.



Known for its commitment to delivering high-quality candies that satisfy the cravings of candy enthusiasts, Annabelle Candy Co. has undergone an exciting transformation to enhance its visual identity and elevate the consumer experience. The new packaging designs feature vibrant colors, captivating graphics, and a modern layout that embodies the company's dedication to innovation and delighting candy lovers.

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We are incredibly excited to launch our new packaging designs and introduce the delectable Abba-Zaba Chocolate & Peanut Butter bar.”

David Christiansen, Vice President of Sales of Annabelle Candy Co.

With the new branding, Annabelle Candy Co. aims to capture the essence of each brand while creating a cohesive and visually stunning lineup. The new packaging designs for Abba-Zaba, Big Hunk, Rocky Road, Look!, and U-No will undoubtedly catch the eye and evoke interest in

experiencing a treat from Annabelle Candy.

Alongside the brand redesign, Annabelle Candy Co is proud to introduce the Abba-Zaba

Chocolate & Peanut Butter bar. This new candy bar features a chewy taffy texture with a rich chocolate and peanut butter center. With the same commitment to quality that has made Annabelle Candy Co. a trusted name in confections, the Abba-Zaba Chocolate & Peanut Butter bar is set to become an instant favorite.

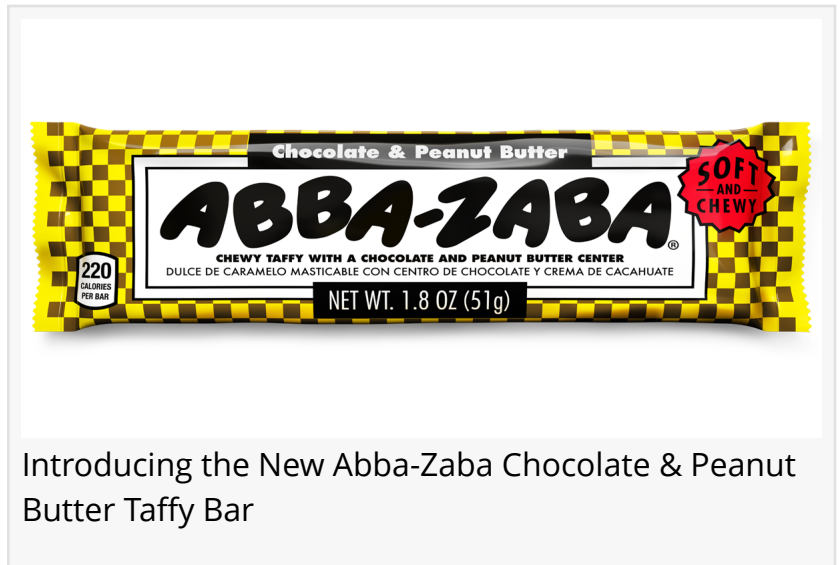
"We are incredibly excited to launch our new packaging designs and introduce the delectable Abba-Zaba Chocolate & Peanut Butter bar," said David Christiansen, Vice President of Sales of Annabelle Candy Co. "We understand the importance of providing our customers with exceptional taste experiences, and these developments reflect our ongoing commitment to innovation and quality. We can't wait for candy lovers to enjoy our revamped packaging and indulge in the deliciousness of the Abba-Zaba Chocolate & Peanut Butter bar."

For more information about Annabelle Candy Co. and its products, please visit www.annabellecandy.com or contact Andrea Porfidio, Senior Director Marketing, marketing@annabellecandy.com.

About Annabelle Candy Co.: Annabelle Candy Co. is a leading confectionery company that has been delighting customers with its exceptional treats since 1950. With a commitment to quality and innovation, the company offers a diverse range of delicious candies, including Abba-Zaba, Rocky Road, Big Hunk, Look!, and U-NO. For more information, please visit www.annabellecandy.com.

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Introducing the New Abba-Zaba Chocolate & Peanut Butter Taffy Bar

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