

RAP SNACKS IS NOW IN THE CANDY BUSINESS POPULAR SNACK BRAND RELEASES NEW LINE OF CANDY IN TIME FOR VALENTINES DAY

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MIAMI, FL, UNITED STATES, February 11, 2025
/EINPresswire.com/ -- The popular snack brand [RAP
SNACKS](#) is officially in the candy business. RAP
SNACKS Founder and CEO James Lindsay announced
the release of the new candy line, which will launch
with several flavors to choose from in time for
Valentine's Day.

RAP SNACKS, best known for its popular potato chips
and noodles, has embarked on a new world of
candies. The brand has released several different
flavors nationally and is available at C-Stores. Various
flavors include sour faces, strawberry belts, and
Georgia peach rings. "We wanted to give our
customers a choice in candy options. Many of our
customers are extremely loyal to the brand. I always
knew I would venture into the confection business
and stretch to bring a complete line of snacks to the consumer," said James Lindsay. "We are also
looking at releasing a healthier line of chips later this year," continued Lindsay.

Additionally, Rap Snacks is releasing its (Big Back) Honey Buns. The Honey Buns will be available
in lemon, original glaze, strawberry, and birthday cake flavors. "Rap Snacks was founded with
intention; I wanted to create a brand with great products that taste good," says Lindsay. "I always
planned to get into a confection side with the brand. The idea was to establish the savory
products first and then branch out; with the addition of the Honey Buns and Candy, we have
made it happen," continued Lindsay.

The new variety of candies will be available nationwide at C-stores and soon online—just in time



James Lindsay, Founder and CEO Rap
Snacks

for Valentine's Day! For additional information, please visit our website, www.rapsnacks.net.

ABOUT

Rap Snacks – Rap Snacks is a unique snack brand founded in 1994 by James Lindsay, with a concept that combines food and hip-hop culture. The company gained popularity by creating distinct potato chip flavors and packaging them with images of famous hip-hop artists. Its partnerships with major retailers like Walmart, Best Buy, and Target helped to fuel the brand's success. Stores, and its collaborations with famous artists such as Lil Baby, Master P, Migos, and Rick Ross. These artists have their signature flavors, creating a solid connection between the product and the culture. Rap Snacks was the fastest-growing C-suite brand in 2023 and 2024.

Rap Snacks has also expanded its line of products to include items like "Rap Noodles," candy, and honey buns, continuing to merge food with hip-hop. The company now expands globally, including the UK, Canada, and Spain.

The brand is widely recognized as the most distributed Black-owned snack brand in the U.S., and its impact on the snack food and entertainment industries has been substantial, making it an iconic cultural brand.



James Lindsay with Rap Snacks products.

“

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*James Lindsay, Rap Snacks
Founder and CEO*

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