

G.O.A.T. Foods and Military Connect® Team Up to Deliver Sweet, Year-Round Savings for Those Who Serve

Members of the U.S. Armed Forces, Veterans and Military Family Members can receive 20% off across six popular brands through Military Connect®

PARKER, CO, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Military Connect®](#) and G.O.A.T. Foods today announced an exclusive, year-round partnership delivering 20% savings to the military community across six of G.O.A.T. Foods' most popular direct-to-consumer brands, from classic candies to gourmet snacks and gifts.



[Licorice.com/pages/military-connect](https://licorice.com/pages/military-connect)

All members of the U.S. Armed Forces, Veterans, and Military Family Members are eligible for the sweet deal. Eligible customers can confirm their status and access each offer through Military Connect:

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- ☐ Licorice — www.licorice.com/pages/military-connect
- ☐ Caramels — www.caramels.com/pages/military-connect
- ☐ Taffy — www.taffy.com/pages/military-connect
- ☐ Pretzels — www.pretzels.com/pages/military-connect
- ☐ Chocolate — www.chocolate.com/pages/military-connect
- ☐ Cashews — www.cashews.com/pages/military-connect

From classic favorites to indulgent treats perfect for celebrations, care packages and everyday moments, G.O.A.T. Foods' family of brands has built a loyal following among consumers nationwide. Through this partnership, that same experience is now more accessible than ever to

the men and women who serve, the Veterans who have served, and the families who stand behind them.

"We are incredibly proud to welcome G.O.A.T. Foods to the Military Connect family of partners," said Kevin Sullivan, Lieutenant Colonel, U.S. Army (Ret.), and Founder and CEO of Military Connect. "Jonathan Packer and the entire G.O.A.T. Foods team have created a meaningful and unique offer that extends across six outstanding brands and includes our entire military community—not only those serving today, but also Veterans and Military Family Members. This is exactly the kind of genuine commitment we seek from our brand partners as we work to remind others that Every Day is Veterans Day."

Unlike many military discounts limited to a single day or holiday, these offers are available year-round — a reminder that, at Military Connect and G.O.A.T. Foods, Every Day is Veterans Day. After completing a quick and secure eligibility confirmation through Military Connect, eligible customers are returned to the participating brand's website, where the discount is applied automatically to qualifying items.

"We are honored to partner with Military Connect and provide a meaningful way to thank the men and women who serve, our Veterans, and the families who support them," said Jonathan Packer, Co-Founder and President of G.O.A.T. Foods. "Our family of brands is built around creating products that bring people happiness and help them celebrate life's special moments. We are proud to make those experiences more accessible to the military



Pretzels.com/pages/military-connect



Caramels.com/pages/military-connect

community through an exclusive 20% discount available all year long.”

The initiative reflects a shared commitment by G.O.A.T. Foods and Military Connect to build an enduring relationship with the military community — one meaningful, easily accessible offer at a time — for those who serve and sacrifice.

About G.O.A.T. Foods

G.O.A.T. Foods—short for “Greatest of All Time”—is a growing family of direct-to-consumer food and gifting brands built around distinctive, category-defining domain names. Its portfolio includes Licorice.com, Caramels.com, Taffy.com, Pretzels.com, Chocolate.com, Cashews.com and additional specialty food brands. The company combines memorable products, premium packaging and convenient online ordering to create a modern gifting experience for customers nationwide.

About Military Connect

Military Connect® is a free membership platform built exclusively for the U.S. military community, connecting all members of the U.S. Armed Forces, all Veterans and all Military Family Members with exclusive discounts, benefits, resources and services created specifically for those who serve and sacrifice. Through partnerships with leading companies and organizations nationwide, Military Connect delivers everyday savings and meaningful opportunities — from retail, dining and travel to employment resources and more — all in one place. Membership is always free and takes just moments to join, giving the military community fast, easy access to the recognition and support it has earned.

At Military Connect,

Every Day is Veterans Day.

Kevin Sullivan

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