

PRESS RELEASE: FOR IMMEDIATE RELEASE

NEW Kellys Candy Co – Tastes So Good It Should Be Outlawed!



Heat Doward adds to its already formidable confectionery offering with the addition of a NEW exclusive partnership with Kelly Candy Co. Founded in 1981, Kellys Candy Co is a cult product in the confectionery space... and it tastes so good it should be outlawed! A family-owned business based in Brisbane since 1981, products are made utilising traditional, handmade techniques whilst using predominantly Australian ingredients. The range includes best sellers Caramel Fudge, Rocky Road Bites, Choc Peanut Brittle and Turkish Delight. Also, selected flavours in the Kellys Candy Co. range are gluten free and contain no artificial flavours.

Although only recently launched into pharmacy, Kelly Candy Co.'s has been an instant bestseller and is already sold in over 500 pharmacy stockists. As a unique confectionery offering, Kellys is providing welcome news and sales for pharmacies, and Heat Doward's field team and head office support is ensuring that products can be supplied as fast as they are eaten – which is very, very fast!

Why Kellys Candy Co.?

"Offering pharmacy-exclusive brands is what Heat Doward is renowned for. Confectionery is such a key revenue stream for our pharmacy partners, and it continues to strengthen our position as the leaders in the pharmacy channel," says Managing Director Gillian Franklin. "With convenient snack-sized portions and a shelf ready tray, it is a strong impulse solution for retailers and their sweet-tooth customers. Plus, of course, it is absolutely delicious. Even in head office, we're asking 'Who has the Kellys Candy?'"

Heat Doward already has a flourishing confectionery portfolio, with other market-leading pharmacy-exclusive brands including Simpkins, Buderim Ginger, Vivil, Go Natural, Dollar Sweets, and Munch and, as well as a strategic partnerships with household brands Darrel Lea, Fisherman's Friend, Chupa Chups, Werther's Original and Cadbury.

Why Heat Doward?

"It just made sense, it was pretty clear that Heat Doward are the leader in the pharmacy space with a good reputation and a wide reach across the country," says Don Kalokerinos, Director, Kellys Candy.

For further information and to interview Gillian Franklin, or for Kelly Candy Co. samples, please contact:
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