PHOTO: Peeps & Company Makes Fudge with Just Born Candy

BETHLEHEM, Pa. (PRNewswire) — PEEPS & COMPANY® is pleased to announce the introduction of Gourmet Fudge at its Bethlehem, PA store. Fudge reaches a whole new level with the infusion of your favorite candy products like PEEPS®, MIKE AND IKE®, and GOLDENBERG'S® PEANUT CHEWS® as well as more traditional flavors including vanilla and chocolate.

If you are looking for a fun and unique shopping experience with a soft, sweet treat look no further than PEEPS & COMPANY® at the Outlets at Sands Bethlehem. The retail store features candy, apparel, merchandise and sweet treats from candy brands PEEPS®, HOT TAMALES®, MIKE AND IKE® and GOLDENBERG'S®PEANUT CHEWS® as well as these new fun fudge flavors.

The PEEPS & COMPANY® gourmet fudge offerings include:

- **Inside We're All The Same PEEPS®Fudge:** Six colors of the iconic PEEPS® marshmallow chicks inside milk chocolate fudge
- **MIKE AND IKE® Very Berry Cheesecake Fudge:** Raspberry MIKE AND IKE® candies in vanilla fudge
- **Fireside S'mores PEEPSTERS® Fudge:** Milk Chocolate PEEPSTERS®, marshmallows and graham cracker inside milk chocolate fudge
- **Philly's Finest PEANUT CHEWS® Fudge:** GOLDENBERG'S®PEANUT CHEWS® candy inside dark chocolate fudge
- **A Molasses Surprise Fudge:** PEANUT CHEWS® & molasses inside dark chocolate fudge
- **Chocolate Fudge:** Classic cocoa flavor in delectable fudgy form
- **Vanilla Fudge:** Smooth and creamy fudge full of sweet vanilla flavor
- **Sea Salt Caramel Fudge:** Sweet, of course, and a little salty too, and oh so delicious!
- **Cookies & Cream Fudge:** This fudge combines the great taste of chocolate cookies with a creamy vanilla fudge base.

"We are always looking to offer our fans unique and distinctive ways to express their PEEPSONALITY® said Jody Bigelow, Retail Special Projects Leader, "We're excited to put a new twist on our iconic candy favorites with our first foray into fudge and give our consumers another way to enjoy all of our brands."

The various fudge flavors are currently on sale inside the PEEPS & COMPANY® Store at the Outlets at Sands Bethlehem for $3.75 per piece or $14.90 for four pieces. The gourmet fudge will be available all summer and will continue to have new flavors added for sampling and purchase.

The PEEPS & COMPANY® stores offer a fun, energy filled retail experience appealing to shoppers of all ages. Everyone is sure to be entertained by captivating music, lights, interactive displays and videos featuring historic and present day elements of all the Just Born brands with locations in Bethlehem, PA, National Harbor, MD or Mall of America in Bloomington, MN or online at www.peepsandcompany.com [1].

For more information on PEEPS & COMPANY® please visit our social media channels including: Facebook: facebook.com/PEEPSANDCOMPANY [2], Twitter: @PEEPSANDCOMPANY [3] and Instagram:@peepsandcompany [4].

About Just Born Inc.
Just Born Quality Confections is a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS®, HOT TAMALES® and MIKE AND IKE®Brand Candies. GOLDENBERG'S® PEANUT CHEWS® Brand Candies are produced in Philadelphia, PA. All Just Born candies are made in the U.S.A.

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