



FOR IMMEDIATE RELEASE:

Chelsea Market Baskets to Launch New Candy Brands at Summer Fancy Food Show
*The Best Licorice Ever from Klepper & Klepper joins Expanded Lineup at **Booth 5756***

NEW YORK (June 14, 2024) -- The Best Licorice Ever from Amsterdam and gummy candies with cheeky names like Tangly Worms and Fizzy Lips from Jealous Sweets in London are joining Chelsea Market Basket's portfolio of European specialty food brands.

Chelsea Market Baskets will present these plant-based treats June 23 – 25, 2024, at **Booth 5756** at the Summer Fancy Food Show at Javits Center in New York City, the largest trade show devoted to specialty food products in North America.

Known for its innovative retail shop at New York's Chelsea Market that attracts tourists from around the globe, **Chelsea Market Baskets is also an importer and distributor of distinctive food products from Europe to other specialty retailers and gift shops under the name Chelsea Imports.**

"We're proud to welcome these brands into our portfolio at a time when U.S. candy lovers are looking to indulge their sweet teeth with distinctive products made with healthy ingredients," says company founder and CEO David Porat. "I take pride in championing small brands and including them in our mix at our store and in our wholesale portfolio."

Porat runs the company with his twin brother, Andrew, and recently appointed Lewie Thomas, a foodservice and retail veteran, to the new position of Chief Operating Officer.

Several of the company's long-standing classics including Shortbread House of Edinburgh, Summerdown Mints and Island Bakery will be featured at the booth plus a trio of European potato chip brands including Torres, Pipers Crisps and SUPERBON Madrid-style chips. Preserved Lemons, Chermoula, Truffle & Artichoke Pesto and more from Belazu Ingredient Co. in London are also in the mix.

The Best Licorice Ever was born in a food stall in Amsterdam and is now a thriving brand in Europe run by founder Willem Klepper and his son Huub Klepper. The Kleppers will sample their treats at the trade show along with other Chelsea Market Baskets makers, including **Miena from Miena's Irish Handmade Nougat** and **Alistair Bell from Irish Black Butter.**

Says Huub Klepper, “We’re thrilled that Chelsea Market Baskets is our first official U.S. partner. They will help us deliver our premium gluten-free and vegetarian licorice to the America market. Klepper & Klepper has already staked its claim as a top-tier brand throughout the Netherlands and Europe.”

Jealous Sweets has named Chelsea Market Baskets its U.S. master distributor and importer. “Jealous worked with David and his team previously and the decision has now been made to work exclusively with them to grow the Jealous brand in the USA,” says Mark Tanous, managing director of Jealous Sweets.

About Chelsea Market Baskets

Founded in 1997 by New York food retailing veteran David Porat, Chelsea Market Baskets has a unique model that includes a wholesale import business selling direct to retailers, a mail-order business and a namesake retail shop, one of the first tenants in the Chelsea Market food hall with a mix of fine food and unique gift items from Europe and the U.S., along with packaging and baskets imported from Asia. In the constantly changing business environment the company continues to grow and to bring in fresh and exciting food brands. The wholesale arm is based in Jersey City, N.J. Learn more at Chelsea-Imports.com.

For product photos, [click here](#). Please credit Chelsea Market Baskets

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