In 1916, James Vernon Glade sought a new venture for himself and made a batch of peppermint taffy in his wife’s kitchen to sell to a local grocer in Salt Lake City, UT. His small venture since evolved into a family legacy. Taffy Town Inc., a world famous manufacturer of Gourmet Salt Water Taffy. Today, the company is owned and operated by fourth generation Glade family members.

Taffy Town is famous for its unique recipe, using egg whites to create a whipped nougat style taffy that melts in your mouth as it’s chewed. We use real sea salt in this authentic salt water style confection, traditionally sold at the seashore fronts of America. Each piece of taffy comes from a hand-made batch process that has existed for generations.

Our goal is to provide the most flavorful, true to life varieties of soft, whipped style taffy you can find. There are over 70 flavors, with new flavors arriving yearly. Take note in this brochure to see all the varieties of our offerings for your business today. You can be sure to find one to your liking for any reason and any season.
Taffy Town’s newest product line is featured in a 4oz Gift box and a 1 lb. Bag. This delicious confection is made with real fruit, naturally flavored with no colors added. As with all Taffy Town products, they are nut and gluten free. Very flavorful, top quality items with real fruit taste.

**Simply Taffy**

**4 oz. Gift Box**
Packed: 9/Case

- Simply Banana  
  Item #260
- Simply Blueberry  
  Item #261
- Simply Mango  
  Item #262
- Simply Raspberry  
  Item #263

**1 Pound Bags**
Packed: 12/Case

- Simply Banana  
  Item #680
- Simply Blueberry  
  Item #681
- Simply Mango  
  Item #682
- Simply Raspberry  
  Item #683
18oz Gift Jars

This line showcases our decadent flavor variety in themed mixes, packaged in attractive jars with a tin lid embossed with our Taffy Town logo. This is a great gift line with opportunities to sell year round.

Item #111
Blueberry Muffin, Carrot Cake, Cinnamon Roll, Chocolate Chip Cookie, Frosted Cupcake, Red Velvet Cake, Strawberry Cheesecake

Item #112
Banana, Coconut, Mango, Passion Fruit, Pineapple, Tropical Punch

Item #113
Blueberry Cream, Huckleberry Cream, Raspberry Cream, Strawberry Cream

Item #114
Grape, Strawberry Banana, Tangerine, Watermelon

Item #115
Fresh Apricot, Golden Pear, Green Apple, Juicy Cherry

Item #116
Buttered Popcorn, Cherry Cola, Malted Milk Balls, Red Licorice

Item #119
Cherry Limeade, Peach Lemonade, Raspberry Lemonade, Strawberry Lemonade

Item #126
Banana, Grape, Orange Cream, Peppermint, Watermelon, Raspberry, Caramel Swirls, Cherry, Chocolate, Green Apple, Licorice Swirl, Neapolitan, Cinnamon Rootbeer Float, Vanilla

Gift Boxes

14oz box (12/case) item #901
3oz box (12/case) item #230

Give the gift of Taffy Town! Any occasion worth celebrating deserves delicious taffy to go along with it. Easily merchandises on a shelf or table display and makes a great souvenir gift.
Two Pound Bags
10 Pack Display Ready Case
Our NEW two pound bags offer the most popular everyday assortments and seasonal selections in a pack size suitable for the holiday and party occasions. Packed in colorful cases with easily removable tops that reveal a display tray. Perfect for floor stacked or pallet displays!

One Pound Bags
16oz.
Packed: 12/case
Display Ready: 30/case
Our most popular package size for many years has been the 1 pound bag. They have been recently re-designed as a gusseted bag to sit better on shelves. Available in both a 12 count case or in a 30 count case with break out sides for pallet display or a floor stack.

Hanging Bags
5.5oz.
Packed: 12/case
Floor Display: 48/case
One of our smaller package sizes, with a hole punch atop for hanging display, featuring popular everyday varieties. The floor display contains our top 3 everyday items: Assorted, Tropical and Berries & Creme.
A very tangy, fruit flavored taffy with bold taste and fun color. Sassy Taffy is a longtime product of Taffy Town’s, but only recently it has undergone redevelopment in its logo and packaging design. **Sour Melon is a welcome new addition to the reinvented line.**

**SASSY TAFFY™**

**New Look for 2018**

**15 oz gusset bottom bags**

- Item #315 15oz Sassy Sour Fruits
- Item #314 15oz Sassy Sour Melon
- Item #305 4.5oz Sassy Sour Melon
- Item #309 4.5oz Sassy Sour Fruits

**Bulk**

- Sassy #750 (Cherry, Raspberry, Lemon, Apple, Grape, Orange)
- Item #351 30oz Sassy Sour Fruits
<table>
<thead>
<tr>
<th>Flavor</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neapolitan</td>
<td>#478</td>
</tr>
<tr>
<td>Orange</td>
<td>#423</td>
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<tr>
<td>Orange Cream</td>
<td>#425</td>
</tr>
<tr>
<td>PB&amp;J Flavored</td>
<td>#409</td>
</tr>
<tr>
<td>Passion Fruit</td>
<td>#428</td>
</tr>
<tr>
<td>Peaches &amp; Cream</td>
<td>#483</td>
</tr>
<tr>
<td>Peanut Butter Flavored</td>
<td>#408</td>
</tr>
<tr>
<td>Peppermint</td>
<td>#412</td>
</tr>
<tr>
<td>Piña Colada</td>
<td>#441</td>
</tr>
<tr>
<td>Pineapple</td>
<td>#477</td>
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<tr>
<td>Pomegranate</td>
<td>#447</td>
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<tr>
<td>Pumpkin Pie</td>
<td>#464</td>
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<tr>
<td>Raspberry</td>
<td>#424</td>
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<tr>
<td>Raspberry Lemonade</td>
<td>#456</td>
</tr>
<tr>
<td>Red Licorice Swirl</td>
<td>#467</td>
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<tr>
<td>Red Velvet Cake</td>
<td>#482</td>
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<tr>
<td>Root Beer Float</td>
<td>#435</td>
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<tr>
<td>Rum</td>
<td>#427</td>
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<tr>
<td>S’mores</td>
<td>#484</td>
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<tr>
<td>Spearmint</td>
<td>#414</td>
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<tr>
<td>Strawberry</td>
<td>#434</td>
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<tr>
<td>Strawberry Banana</td>
<td>#454</td>
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<tr>
<td>Strawberry Cheesecake</td>
<td>#493</td>
</tr>
<tr>
<td>Tangerine</td>
<td>#429</td>
</tr>
<tr>
<td>Tropical Punch</td>
<td>#430</td>
</tr>
</tbody>
</table>
Standard Bulk Flavors

Vanilla #431
Watermelon #433
Xtreme Hot #466
Licorice Cowhides #585
Vanilla Cowhides #587

Sugar-Free

Assorted Lite #811
(Mix of all 10 sugar free flavors)
Banana Lite #816
Blue Raspberry Lite #814

Cinnamon Lite #821
Chocolate Lite #813
Green Apple Lite #820
Huckleberry Lite #818
Licorice Lite #819

Orange Lite #817
Strawberry Lite #815
Vanilla Lite #812

Top 40 Single Flavors

1 BANANA 21 CARAMEL APPLE
2 PEPPERMINT 22 RASPBERRY LEMONADE
3 WATERMELON 23 GRAPE
4 VANILLA 24 RED VELVET CAKE
5 CARAMEL SWIRLS 25 LEMON CREAM
6 FROSTED CUPCAKE 26 GREEN APPLE
7 COTTON CANDY 27 RED LICORICE SWIRLS
8 RASPBERRY 28 BUBBLE GUM
9 STRAWBERRY 29 BUTTER POPCORN
10 LICORICE SWIRLS 30 PASSION FRUIT
11 STRAWBERRY CHEESECAKE 31 NEAPOLITAN
12 ORANGE CREAM 32 S’MORES
13 CHERRY 33 CARAMEL CHEESECAKE
14 ROOT BEER FLOAT 34 HUCKLEBERRY
15 CINNAMON SWIRLS 35 TROPICAL PUNCH
16 BLUEBERRY 36 MANGO
17 CHOCOLATE 37 ORANGE
18 KEY LIME 38 PINEAPPLE
19 STRAWBERRY BANANA 39 CHOCOLATE CARAMEL MOCHA
20 CHOCOLATE CHIP COOKIE 40 COCONUT

* This list was based on nationwide sales in 2017. Ranking can vary in different regions.
This bulk line of taffy is wrapped in ultra clear twist wrappers to showcase a select array of solid color taffy pieces. Ideal for use in color themed gifting, parties, weddings and event planning.

Colors

White (Vanilla) #520
Yellow (Banana) #521
Light Green (Pear) #522
Green (Apple) #523
Light Blue (Blueberry) #524

Blue (Raspberry) #525
Purple (Grape) #526
Light Pink (Bubble Gum) #527
Hot Pink (Cherry) #528
Red (Strawberry) #529

Orange (Orange) #530
Brown (Chocolate) #531
Black (Licorice) #532
Valentines

Valentine 5.5oz. Bag
Item #301

Licorice Lovers 18oz. Canister
Item #118

Valentine Mix
#222
(Red Licorice, Peppermint, Cinnamon, Bubble Gum, Cotton Candy, Cherry, Pomegranate, Strawberry, Cran-raspberry, Strawberry Cheesecake)

Valentine
#475
(Cherry, Vanilla)

Valentine Hearts
#576
(Cinnamon)

Roses
#580
(Cherry)

Cherry
#418

Cinnamon
#438

Bubble Gum
#463

Red Licorice Swirl
#467

Valentines
Spring / Easter

Cinnamon
#438

Cherry
#418

Red Licorice Swirl
#467

Bubble Gum
#463
Spring / Easter

Cottontail 5.5oz. Bag
Item #302

Spring Flings 18oz. Canister
Item #123
(Blue Raspberry, Concord Grape, Juicy Cherry, Key Lime, Lemon Cream, Orange Cream)

Cottontail 2lb. Bag
Item #355

Cottontail #461
(Grape, Green Apple, Cherry, Banana, Orange, Raspberry)

Shamrock #575
(Irish Creme)

Carrot Cake #410

Grape #421

Lemon Cream #422

Raspberry #424

Golden Pear #459

Peaches & Cream #483
Halloween Faces
#550
(Chocolate Orange)

Halloween
#451
(Orange, Apple, Grape, Licorice)

Pumpkin Patch
#557
(Pumpkin)

Harvest Mix
#221
(Cran-Raspberry, Candy Corn, Caramel Apple, Cran-Raspberry, Maple, Pomegranate, Pumpkin Pie)

Simply Taffy Pumpkin
4oz Gift Box
Item #264

Simply Taffy Pumpkin
16 oz Bag
Item #684

Halloween Mix
#451
(Orange, Apple, Grape, Licorice)

Halloween 5.5 oz. Bag
Item #303

Halloween 2 lb. Bag
Item #353

Cran-Raspberry
#436

Candy Corn
#460

Pumpkin Pie
#464

Gourmet Caramels
#540

Pumpkin Patch
#557
(Pumpkin)

Halloween Faces
#550
(Chocolate Orange)
Holiday/Christmas

New

Simply Taffy Cranberry
4oz Gift Box
Item #265

Simply Taffy Cranberry
16 oz Bag
Item #685

Christmas 2 lb. Bag
Item #354

New

Egg Nog
18oz. Canister
Item #121

Holiday Favorites
18oz. Canister
Item #122
(Chocolate Chip Cookie, Cranberry, Eggnog, Hot Chocolate, Peppermint)

Peppermint 1lb. Bag
Item #312

Peppermint 5.5oz. Bag
Item #125

Peppermint 1lb. Bag
Item #354

Holiday Mix
#233
(Cranberry, Chocolate Chip Cookie, Hot Chocolate, Eggnog, Peppermint)

Christmas
#470
(Eggnog, Cranberry, Cookie, Peppermint)

Holly Leaf Eggnog
#494

Peppermint Candy Cane
#496

New

Red Hot Santa
#555
(Cinnamon)

Peppermint
#412

Eggnog
#481

Hot Chocolate
#491

Gourmet Caramels
#540

Christmas Trees
#553
(Peppermint)

Simply Taffy Cranberry
18oz. Canister
Item #121

Holiday Mix
#233
(Cranberry, Chocolate Chip Cookie, Hot Chocolate, Eggnog, Peppermint)

Christmas
#470
(Eggnog, Cranberry, Cookie, Peppermint)

Holly Leaf Eggnog
#494

Peppermint Candy Cane
#496

New

Red Hot Santa
#555
(Cinnamon)

Peppermint
#412

Eggnog
#481

Hot Chocolate
#491

Gourmet Caramels
#540

Christmas Trees
#553
(Peppermint)
20 Bin Eco Fixture

Item #P10001
20 Open Bulk Bins
Bin Capacity: 1/5 lb. Bag

32” round foot print / rolls easily on casters.
Stands approximately 61” tall.
Includes a set of interchangeable bin labels.
Comes with 2 sets of (100ct) shopper bags
FREE 200 lbs of bulk taffy (40 x 5 lbs bags) select your own flavors

16 Bin Carousel Bulk Display

Item #P10011
16 Open Bulk Bins
Bin Capacity: 1/5 lb. Bag

78” tall, 21” in diameter.
Includes a set of interchangeable bin labels.
Comes with 1 set of 100ct shopper bags.
FREE 80 lbs of bulk taffy (16 x 5 lbs bags) select your own flavors.
Easy setup/ships in single case.

Modular Shelf Fixture

Item #P10009
Locking stackable design
Bin Capacity: 1/5 lb. Bag

6” outside width, 12” deep and 9.5” tall.
Includes a set of interchangeable bin labels. Comes with 1 set of 100ct shopper bags. Individually cased and fully assembled. Perfect size for shelves.
Taffy Town P.O.P.

Item # P10008
6.5 ft. Taffy Town Banana Boat

Item # P10003
Taffy Town Decals (4” x 7”)

Taffy Town Bin Labels
2.5” x 3” adhesive sticker (made to order/no charge)

Item # P10007
Taffy Town Printed Zipper Bags
50/packet

Item # P10005
Pocket Flavor Guides
100/pack

Item # P10004
Taffy Town Stickers

Item # P10010
Taffy Town 30” x 24” Wall Adhesive
Taffy Town Gear

Item #P10505
Men’s Golf Shirt
Sizes S-2XL

Item #P10505
Women’s Golf Shirt
Sizes S-XL

Item #P10506
Ringer Style Shirt
Sizes S-2XL
Child Sizes S-L

Item #P10507
Taffy Town soft shell Jacket
Sizes S-2XL

Item #P10504
Shopper Bag
10.5”X12”

Item #P10503
24 oz. Water Bottle

Item #P10500
Snap Back Ball Cap

Item #P10501
Velcro Back Visor

Item #P10502
Lanyard
Thank you for your interest in our gourmet taffy. It has been our pleasure to manufacture such a fine product for over one hundred years. We hope you enjoy.

Jason Glade
President and CEO