



Press Release - April 2022

## Something Sweet For Everyone!

### A sweet surprise for summer! New vegan gummies *almost* too good to be true!

SugarSin, the award-winning luxury confectionery brand, proves there really is something for everyone with the release of their scrumptious vegan cocktail and fruit gummies collection.

With the launch of SugarSin's vegan gummies collection, the famously mouth-watering gourmet sweets can be enjoyed by a wider audience than ever before!

Packed full of all the flavour you could imagine AND suitable for vegetarians and vegans - no one will miss out on these marvels!



The flavours are almost too good to choose from: we've got Fizzy Tropical (zingy pineapple, mango, passion fruit and kiwi) and Berry Bramble (tangy blackberry, cranberry and blackcurrant with lemon), PLUS the new juicy Watermelon Mojito (refreshingly fruity watermelon with zingy lime and smooth vanilla). We've worked hard to develop our long-standing favourite gummy flavours for our new vegan collection: Gin Fizz (a citrus delight infused with gin) and Sparkling Rosé (sweet strawberry notes paired with real wine). Each just as tantalisingly moreish as our originals - is your mouth-watering yet? Ours is!

All of these scrummy flavours in our vegan collection are beautifully packaged in colourful, eye-catching pouches or glass jars – perfect for gifting on any occasion or a cheeky treat for oneself!

Everything we do at SugarSin we do with love and dedication. All of our creations are made with top-quality ingredients from the best confectionery suppliers in the UK and Europe to bring you the very best, with our new vegan collection using corn starch as a vegan alternative to traditional gelatine.

What are you waiting for? Visit our fantastical store in Covent Garden today. or place your order online!



For further information, please contact [sugarsin@frankiecommunications.com](mailto:sugarsin@frankiecommunications.com)

07825 728 065



**Frankie**  
COMMUNICATIONS