

# QUEEN OF JELLY BEANS FOR NATIONAL JELLY BEAN DAY

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This iconic image of the young Queen Elizabeth looking winsome and charming is captured in a portrait crafted from thousands of jelly beans.

“Jelly Belly® jelly beans come in 50 different flavours – and colours - the perfect artist’s palette” says Roger Rocha who took 5 weeks of skill and patience to create the picture. He is not admitting to the number of beans he ate along the way. National Jelly Bean Day is on April 22 - the day after the Queen's birthday.

[www.jellybelly-uk.com](http://www.jellybelly-uk.com)

For hi-res image of Queen's portrait phone Victoria 07860 436649

## FURTHER INFORMATION

Jelly Belly jelly beans® are celebrating National Jelly Bean Day on April 22nd with the announcement of the UK's favourite Jelly Belly jelly bean flavours – all of which are embedded in this amazing portrait of the Queen. Great timing. It's Her Majesty's birthday the day before!

The artwork is created out of the colourful palette of 50 yummy Jelly Belly flavours - every single bean bursting with taste and deliciousness. No other jelly beans come in as many flavours or take up to 21 days to make with the very best available ingredients. Hardly surprising that superstars, celebrities and everyone else love them to bits.

Each year, over 100,000 UK Jelly Belly jelly bean fans vote for their favourite Jelly Belly bean flavour, and the 2008/9 results show that the UK has placed CANDY FLOSS tops for the second year in a row. VERY CHERRY is a close second – knocking STRAWBERRY CHEESECAKE into third place.

Jelly Belly is the original gourmet jelly bean® and was invented in 1976 with just 8 flavours. All that time ago, it was revolutionary for a jelly bean to have a flavour that went all the way from the shell to the centre. Herm Rowland, Chairman of the Jelly Belly Candy Co. in California, insists that each flavour has to be truly authentic – “really really real” and if possible, even better than the real thing. It can take up to four years for a flavour to become a Jelly Belly jelly bean – plus a lot of work, research and hard cooking. Jelly Belly jelly beans were made famous by Ronald Reagan (favourite flavour liquorice) and it was because Reagan requested that VIP visitors to the American Embassy in London were presented with a jar of Jelly Belly that the beans found their way into the UK. Now Jelly Belly has been voted one of the “coolest” brands in the UK.

## UK'S TOP TEN

### JELLY BELLY FAVOURITE FLAVOURS

1. Candy Floss
2. Very Cherry
3. Strawberry Cheesecake

4. Liquorice
5. Tutti-Fruitti
6. Bubble Gum
7. Green Apple
8. Vanilla
9. Coconut
10. Juicy Pear

National Jelly Bean Day on April 22 is the day after the Queen's real birthday

For further information and high resolution image of the Jelly Belly portrait of the queen contact:

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