

Vegetarians No Longer Have to Miss Out On Yummy Gummies, says Jealous

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08/08/11 — Over 1.8 million adults in the UK often miss out on sweet treats just because they are vegetarian but a new brand, Jealous, has brought out a range of [candy gifts](#) to meet the needs of vegetarians and also those with religious and ethical dietary

requirements.

One of the complaints that vegetarians often have is that they avoid certain types of food at all costs, including gummy style sweets, to be sure that that aren't consuming anything derived from an animal. Founders of Jealous, Imran Ali Merza and Tahzeen Basunia, encountered the problem with friends and family, and couldn't believe that more products were not available for those who have a vegetarian diet for health, religious or moral reasons.

The gummy fruit sweets, which only hit the shelves of Selfridges, as part of a six week exclusivity deal, on July 27th, contain no pork or beef gelatine and as director, Imran, explains, the 'Sinfully Sour' box is also suitable for vegans:

“When we realised there was a huge gap in the [sweet boxes](#) market and a vegetarian range of jelly sweets was where we wanted to start, we quickly

decided to take it one step further, ensuring we had a box that was completely organic and another box that was also suitable for vegans. Even some vegetarian sweets contain beeswax so vegans get left out a lot and with no artificial flavouring or colour, Jealous sweets are as natural and guilt free as you can get.”

Director, Tahzeen, continues: “In just over one week of selling the [halal sweets](#) in Selfridges’ Oxford Street store, we have had a great response from everyone about the taste, packaging and ranges but those with dietary requirements have been delighted we have thought about their needs as well. I have seen the eyes of vegetarians light up in front of me and their hand has gone straight to the sample tray!”

For more information on Jealous, and to purchase the sweets online, visit www.thejealouslife.com or to join in the conversation about all things yummy and vegetarian, follow @thejealouslife or search for Jealous Sweets on Facebook.

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Notes to editors

Jealous is a manufacturer of sweet-gifts which are free from artificial enhancements, are gluten and gelatine free and also suitable for vegetarians. The concept is the idea of Imran Ali Merza (a former City trader) and Tahzeen Basunia (chartered accountant) that used the recession as an opportunity to launch a new business and brand after spotting a gap in the confectionary gift market for sweets. Launched at London’s Selfridges store in July and available online from www.thejealouslife.com, Jealous sweet boxes will shortly be on the shelves of other major retailers.

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