

The Jelly Beans Experience:

Jelly beans are more than just colorful candies; they are part of English-speaking culture with a rich history. Originating in the United States, these treats are known for their fun flavors and playful designs. They are especially popular during celebrations like Easter and have been featured in famous stories, such as the Harry Potter series.



Part 1 : The History of Jelly Beans in Under 2 Minutes

<https://www.youtube.com/watch?v=WAoVEv5NznE>

Quiz :

1. **Where did the origins of jelly beans trace back to?**
 - a) Ancient Egypt
 - b) The United States
 - c) Europe
 - d) Japan
2. **When were jelly beans as we know them today first created?**
 - a) 19th century
 - b) 20th century
 - c) 18th century
 - d) 21st century
3. **In which decade were jelly beans mentioned in a popular song?**
 - a) 1920s
 - b) 1960s
 - c) 1980s
 - d) 2000s
4. **Which two flavors became popular in the 1960s?**
 - a) Lemon and orange
 - b) ¹Root beer and green apple
 - c) Chocolate and vanilla
 - d) Strawberry and blueberry
5. **When did jelly beans become linked to Easter?**
 - a) 1920s
 - b) 1960s
 - c) 1980s
 - d) 2000s
6. **Who endorsed jelly beans in the 1980s?**

→ _____
7. **What modern flavors are mentioned in the video?**

→ _____
8. **How are jelly beans used beyond being a snack?**

→ _____



¹ About Root Beer : <https://www.youtube.com/watch?v=Jyc3H6crPI4>

9. What were the ancient Egyptian jelly bean-like treats used for?

→ _____

10. What is the current status of jelly beans?

→ _____

🌈 *Now that you know where jelly beans come from, let's explore how they became part of pop culture—especially in the **Harry Potter** universe!*

PART 2 Harry Potter Bertie Bott's Every Flavor Bean

<https://www.youtube.com/watch?v=CtwABtCqecA>

➤ Which flavors of Bertie Bott's Every Flavor Beans are mentioned in the video?



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🌈 *Some jelly bean flavors are sweet and tasty, while others are... disgusting! Let's learn how to describe food tastes.*

PART 3 : Pleasant and unpleasant tastes

➤ Study the adjectives and put them in the correct category below :

Horrible – disgusting – flavourful – stale – delectable – tasty – delicious – appetizing – yucky – yummy – mouthwatering – rancid – scrumptious – tasteless

	POSITIVE	NEGATIVE	TRANSLATION
ADJECTIVES			

FLAVORS (Part 4)			
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(EOC : Imagine some types of food or meals you could associate with these adjectives)

🎉 *Let’s now focus on **Bean Boozled**, a funny (and risky!) version of jelly beans that plays with your taste buds!*

PART 4 : Bean Boozled by Jelly Belly



*The Jelly Belly company, long known for creating an endless variety of flavors, went into uncharted territory starting in 2007 with the **Bean Boozled** line. The concept was to have relatively normal flavors mixed in with identical-looking ones that are, shall we say, unconventional. (Some would say bad.)*

How Does Jelly Belly Create Its Weird Flavors?

By Erin McCarthy - Apr 17, 2025 Mental Floss

If you’re a Harry Potter fan, you’ve no doubt received a box of Jelly Belly’s Bertie Bott’s Every Flavour Beans in your Easter basket at least once. As its name suggests, there are beans of many flavors in the boxes—and not just nice ones.

In addition to the jelly beans that taste like banana, lemon, and blueberry, there are also black pepper, earwax, booger, earthworm, and vomit jelly beans. Ditto for the company’s BeanBoozled line, which features lookalike beans in flavors like buttered popcorn and rotten egg, licorice and skunk spray, peach and barf, and chocolate pudding and canned dog food. (Part of the fun of taking the BeanBoozled Challenge is finding out which one you’ve gotten.)

And Jelly Belly isn’t fooling around, either: The vomit jelly bean does, in fact, taste like puke. “We’re nothing if not committed to making flavors as true to life as possible,” Jana Sanders Perry, then a Jelly Belly spokesperson, told Mental Floss in 2015. “And that includes the wacky flavors, too.” Still, no one at Jelly Belly is eating canned dog food or vomit to make these beans, or putting that stuff in the beans themselves—and yet, these bizarre jelly bean flavors taste just like what they’re named after. So how is it done?

How Does Jelly Belly Make Jelly Beans?

Smells play a huge part in how we taste, so Jelly Belly’s first step in creating a jelly bean involves analyzing the real thing in a gas chromatograph. The machine converts the target object into vapors in an oven (either after dissolving it in a solvent and then boiling it or simply by heating it), and then analyzes the chemical makeup of those vapors and converts them to flavor markers, which is what Jelly Belly’s team uses as a starting point for its beans. “This is how many of our flavors are analyzed and created, particularly those found in the BeanBoozled and Bertie Bott’s Every Flavour Beans lines,” Perry said.

For example, when the company decided to add a new bean called Stinky Socks to its BeanBoozled line, “Our flavor scientist aged his own socks in a sealed plastic bag for a couple of weeks,” Perry said. The scientist then took the socks and put them in the gas chromatograph, which generated a report of the socks’ flavor makeup; the bean’s flavor was created using that data. [...]



What Happens After a Flavor Gets Created?

Once a new jelly bean flavor is created, it goes through taste-testing trials to get the flavor just right, and adjustments are made based on that feedback. [...] But sometimes, the most bizarre Jelly Belly flavors are created in a more roundabout way; it's not always about putting something like puke in the gas chromatograph. "The Vomit in the Bertie Bott's and Barf in BeanBoozled lines were born from the humble attempt to make a pizza-flavored jelly bean," Perry said. "Attempt after attempt was rejected by our taste testers because the cheese flavor of the pizza was not palatable."

The company shelved the flavor, but when it was time to make a vomit jelly bean, one team member brought up the failed pizza flavor. "We made a few adjustments," Perry said, "and the rest is history."

- a) Read the text and **highlight the different flavors** you can find in a box of Bean Boozled or Jelly Belly's Bertie Bott Every Flavour beans. (*But why are there several ways to spell the word **flavour** / **flavor** ?*)
- b) Then **classify** them in the grid above. (Part 3)
- c) Do employees taste some "**wacky**" flavors before creating them ?

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-
- d) What is the name of the **machine** the company uses to create flavors ?

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- e) **Draw the process** for "a pair of stinky socks" and explain it to your classmates in you own words. (EE /EOC)

Now it's time to taste them! But... will you be lucky?

PART 5 : Tasting Game : Ben Boozled "Dare to compare"

<https://www.jellybellyintl.com/beanboozled7th-english>



🚩 *Behind these playful beans is a **real company with marketing strategies**. Let's analyze how Jelly Belly works in the business world.*

PART 6 : The company Jelly Belly – SWOT Analysis

Jelly Belly: sweet legacy in a shifting market



Once a humble American treat, jelly beans have evolved into a cultural symbol with a surprisingly complex business story. Among the many brands crafting these colorful confections, Jelly Belly stands out—not just for its quirky flavors, but for its persistent grip on a market that's both loyal and rapidly changing.

Between tradition and reinvention

Ask any candy lover to name a jelly bean brand, and Jelly Belly will likely top the list. With flavors ranging from toasted marshmallow to buttered popcorn, the brand has long embraced boldness and imagination. This creativity isn't new: its link to U.S. President Ronald Reagan—who famously kept a jar on his desk in the Oval Office—helped cement its place in American pop culture. More recently, the BeanBoozled series, featuring intentionally unpleasant flavors like “stinky socks” or “spoiled milk,” has gone viral among younger consumers.

Yet behind this playful image lies a company navigating real-world constraints. Jelly Belly promotes itself as a premium product: made with natural ingredients, free from artificial colors, and often priced higher than competitors like Haribo or supermarket brands. This niche positioning can be an advantage—but also a liability in times of economic uncertainty.

A homegrown icon facing global realities

Jelly Belly's U.S. dominance is well established, but its international presence remains modest. Despite operating manufacturing plants abroad, the brand has not yet fully capitalized on global markets where flavor expectations and cultural associations with candy differ widely. Europe, for instance, leans toward less sugary treats, while Asian markets may favor tea-inspired or floral notes. For a company known for innovation, the potential is vast—but untapped.

Moreover, Jelly Belly has room to grow digitally. Recent reports from the UK show a sharp increase in e-commerce sales following targeted digital campaigns, suggesting that online visibility could be a key growth driver—particularly with Gen Z consumers. Still, relying too heavily on novelty could dilute brand identity over time.

Rising pressures, hidden risks

As with many food producers, Jelly Belly must contend with fluctuating ingredient prices—especially corn syrup and natural flavor extracts. Health-conscious consumers are also becoming more selective, demanding low-sugar, plant-based, or allergen-free snacks. In such a landscape, jelly beans risk being seen as outdated or indulgent rather than playful and nostalgic.

Regulatory changes could further complicate matters. Stricter food safety and labeling laws, particularly in the EU, might require recipe adjustments or packaging redesigns—investments that don’t guarantee returns.

Another concern lies in market saturation. With hundreds of flavors already available, some consumers may experience “flavor fatigue.” Differentiation becomes more difficult when every seasonal, pop culture, or novelty trend has seemingly already been turned into a jelly bean.

Balancing identity and adaptation

Despite these challenges, Jelly Belly’s brand equity remains strong. From Easter baskets to Harry Potter’s Bertie Bott’s Every Flavour Beans, its products evoke both joy and nostalgia. The company’s long-standing family ownership adds to its authenticity, and its production methods—slow-cooking in traditional kettles—suggest craftsmanship in an otherwise mass-produced world.

Still, long-term survival may depend on how skillfully Jelly Belly adapts. Could eco-friendly packaging, limited-edition regional flavors, or vegan jelly beans help reposition the brand for a new generation? Or will pressure from lower-priced rivals and changing diets erode its once-sweet advantage?

The answer, much like the contents of a mystery-flavor bean, remains uncertain.

Adapted from:

- Jelly Belly official site (<https://www.jellybelly.com>)
- Digitl Group – Jelly Belly UK E-commerce Case Study (2023)
- The Guardian – *Jelly Belly: From Reagan’s Desk to TikTok Trends* (2022)
- Candy Industry – *Top 100 Global Candy Companies* (2023)
- Technavio – *Global Jelly Beans Market Report* (2022)

Bonus : FUN FACTS about Jelly Belly : <https://www.jellybellyintl.com/history-english>

➤ Conduct a SWOT analysis for the company Jelly Belly.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

FINAL TASK : Jelly Belly Challenge: Create the Next Iconic Flavor!

Jelly Belly is looking for fresh, bold ideas to surprise and attract new customers. Your team has been chosen as part of a young marketing agency to design the next Jelly Belly sensation. Your mission: create a brand new flavor (or a pair for the Bean Boozled game) and promote it.

You will work in groups of 3 or 4. Your team must:

1. Invent a new Jelly Belly flavour

You can choose:

- A **limited edition** (for a season, event or holiday)
- A **trend-based** flavour (health trend, nostalgic trend, etc.)
- A **Bean Boozled pair** (same color, one good / one disgusting)

2. Define your product's features:

- **Name** of the flavor
- **Color**
- **Taste(s)**
- **Slogan** (short and catchy)
- **Target audience** (who is it made for?)
- **Context of release** (event, season, collaboration...)

3. Justify your choices:

- Why choose these flavors?
- Why choose this color and this slogan?
- How will it attract your audience?
- What kind of experience will it offer?

4. Create a visual of your jelly bean packaging using an AI image generator.

- Write your **prompt in English** (example below).

What to include in your prompt:

- Product name
- Bean shape and color
- Design elements (cartoons, symbols, background...)
- Target audience (kids, teens, adults)
- Atmosphere (fun, spooky, sweet, retro, etc.)

"Create a fun and colorful packaging for a new Jelly Belly flavor called 'Spicy Watermelon'. It is a summer edition, aimed at teenagers. The design should include a big cartoon watermelon, flames, and a beach background. Make it look energetic and playful."

Tasks:

- **An oral presentation (5 minutes / group)**
- **Visual generated by AI** (printed or digital).
- **Prompt used** (to be shared and explained).
- Optional: a poster or a slide with all elements.

Example 1: Toasted Marshmallow

<https://www.youtube.com/watch?v=Tx0q9KofJj0>

Example 2: Bubble Gum



EVALUATION GRID – Final Task

Criteria	Excellent	Good	Fair	Needs Work
Creativity & originality	Very original idea, highly engaging	Creative idea, some originality	Basic idea, lacks originality	Idea is not creative or copied
Content & vocabulary	Rich vocabulary, clear and precise explanations	Mostly correct vocabulary and clear content	Some mistakes, explanations not always clear	Many errors, unclear ideas
Oral communication	Fluent, confident, good pronunciation and intonation	Clear and understandable, some hesitations	Effort made but many hesitations or mispronunciations	Difficult to understand, poor delivery
Justification of choices	Strong arguments, well linked to audience/context	Reasonable arguments, mostly relevant	Few arguments, not clearly explained	No justification or off-topic
Teamwork	Excellent cooperation, balanced speaking time	Good cooperation, most members speak	Uneven participation, some dominate or are passive	Poor group dynamic, no visible collaboration
Visual & prompt quality	Very original, colorful and linked to concept	Good design and clear prompt	Simple visual or unclear prompt	No visual or incomplete prompt

