



Shaq-A-Licious Just Got Kicks: Shaquille O'Neal Drops Sneaker-Shaped Gummies in Three Bold New Flavors

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The Hershey Company Collab Brings a Flavor Explosion to Stores Nationwide After Slam-Dunk Success of Shaq-A-Licious XL Original and Sour Gummies

HERSHEY, Pa., Sept. 10, 2025 /PRNewswire/ -- Shaquille O'Neal, basketball legend and self-proclaimed "biggest kid in the candy store," is lacing up for another sweet win. Introducing **Shaq-A-Licious XL Gummies in sneaker shapes**, the new addition to his popular *Shaq-A-Licious* XL Gummies line, which launched in 2024 in partnership with The Hershey Company (NYSE: HSY). *Shaq-A-Licious* XL Gummies in sneaker shapes are now available at retailers nationwide.



Crafted to match O'Neal's appetite for bigger bites and bolder flavor, these XL-sized, sneaker-shaped gummies are a tribute to his larger-than-life personality and legendary shoe size of 22. The new lineup features three punchy flavors: **mango (orange), lime (green) and strawberry (red)**. The new gummies join the fan-favorite **Original** and **Sour** varieties.

The new gummies are a nod to O'Neal's **SHAQ Footwear** brand, made in the shape of his best-selling sneakers. The second generation of the best-selling gummies, now in a new shape, is inspired by both O'Neal's time on the court and his fierce dedication to the sneaker and basketball community.

Following its launch in 2024, *Shaq-A-Licious* XL Gummies became Hershey's #1 sweets launch of the year, with over 11 million units sold. The *Shaq-A-Licious* line, including the new sneaker-shaped gummies, was ideated, developed and taste-tested by the Big Man himself. The brand has

quickly become a standout in the sweets aisle thanks to its bold flavors, playful shapes and oversized treats.

"*Shaq-A-Licious* started with a big idea—make candy that's bold, fun and full of flavor. Now we're stepping it up with sneaker-shaped gummies and three wild new flavors for gummy lovers everywhere," said O'Neal. "I've been part of this from the start, from the flavors to the shapes, and I'm proud of how far we've come. This is just the beginning."

The full ***Shaq-A-Licious* XL Gummies** lineup now includes:

- **NEW! *Shaq-A-Licious* XL Gummies in sneaker shapes:** Sneakers molded after the iconic SHAQ sneaker in bold **mango (orange), lime (green) and strawberry (red)** flavors.
- ***Shaq-A-Licious* XL Gummies Original:** Gummies shaped like Shaq's face in vibrant blue and purple packaging, featuring **peach, berry punch and orange** flavors.
- ***Shaq-A-Licious* XL Gummies Sour:** A tangy trio of shapes and flavors inspired by Shaq's legendary nicknames — **Diesel, The Big Cactus and The Big Shamrock** — in **pineapple, mixed berry and watermelon** flavors.

All three *Shaq-A-Licious* XL Gummies varieties are available now at retailers nationwide.

"*Shaq-A-Licious* XL Gummies isn't just a candy; it's a brand with serious momentum. The response to our first launch was huge, and the new sneaker-shaped gummies are our way of keeping that energy going," said Vivek Mehrotra, Senior Brand Manager, *Shaq-A-Licious*, The Hershey Company. "This is about more than flavor; it's about building something fun, lasting and larger than life."

For more info, visit: <https://www.hersheyland.com/shagalicious>

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About *Shaq-A-Licious* XL Gummies

Created by the world's biggest kid, Shaquille O'Neal, *Shaq-A-Licious* XL Gummies launched in 2024 in partnership with The Hershey Company. Available across the U.S. and Canada, these oversized gummies capture Shaq's larger-than-life personality in every sweet or sour bite. The lineup includes three varieties: the new *Shaq-A-Licious* in sneaker shapes featuring mango, lime and strawberry flavors, *Shaq-A-Licious* Originals, shaped like Shaq's face in peach, berry punch, and orange flavors, and *Shaq-A-Licious* Sours, inspired by his iconic nicknames, featuring green watermelon, pineapple, and mixed berry flavors.

For more information about *Shaq-A-Licious* XL Gummies, visit [Shagalicious.com](https://www.shagalicious.com).

Instagram: [@shagalicious_official](#)

TikTok: [@shagaliciousofficial](#)

About Shaquille O'Neal

Shaquille O'Neal is one of the world's most successful athletes-turned-businessmen, whose accomplishments both on and off the court have translated into a highly sought-after consumer brand. As an entrepreneur, sports analyst, DJ, restaurateur, and brand ambassador, Shaquille O'Neal's signature "Business of Fun" mantra resonates throughout each of his countless ventures.

The 15-time NBA All-Star's unprecedented athletic career spanned nearly two decades and earned him countless awards and honors, including NBA Most Valuable Player, NBA Rookie of the Year, four NBA Championships and a First Ballot NBA Hall of Famer. Currently, O'Neal is an analyst on TNT's Emmy Award-winning "Inside the NBA."

O'Neal is a universally recognized figure in sports, entertainment, and pop culture. His music career began with the release of four rap albums with his first, Shaq Diesel, which went platinum. Today, he is known worldwide as DJ Diesel. His DJ business has become a global enterprise, with his SHAQ's Bass All-Stars Festival and Shaq's Fun House—an immersive event series combining live performances, carnival rides, and celebrity appearances.

O'Neal, who has a PhD in Leadership and Education, established The Shaquille O'Neal Foundation which provides resources for underserved youth. He also gives back through a number of annual philanthropic programs including Shaq-to-School and Shaq-a-Claus.

The launch of his Las Vegas eatery Big Chicken has further elevated Shaquille's status as he has positioned himself as a successful restaurateur. The brand currently has more than 350 locations in development worldwide and 40-plus locations open in traditional and non-traditional restaurant settings.

Follow Shaquille O'Neal on [TikTok](#), [Facebook](#), [X](#) and [Instagram](#).

About The Hershey Company

The Hershey Company is an industry leading snacks company known for making more moments of goodness through its iconic brands, remarkable people and enduring commitment to doing the right thing for its people, planet, and communities. Hershey has more than 20,000 employees in the U.S. and worldwide who work daily to deliver delicious, high-quality products. The company has more than 90 brand names in approximately 80 countries that drive more than \$11.2 billion in annual revenues, including *Hershey's*, *Reese's*, *Kisses*, *Kit Kat*®, *Jolly Rancher*, *Twizzlers*, and *Ice Breakers*, and salty snacks including *SkinnyPop*, *Pirate's Booty* and *Dot's Homestyle Pretzels*.

For over 130 years, Hershey has been committed to operating fairly, ethically and sustainably. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909, and since then, the company has focused on helping children succeed through equitable access to education.

To learn more, visit www.thehersheycompany.com.



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