



## Candy Company Offers Healthier Alternatives of Childhood Favorites

Parents concerned about sugar-laden sweets loaded with artificial additives now have a healthier alternative. Pure Fun™ Confections makes a full line of candy that is certified organic, low glycemic, fair trade, certified kosher and vegan. Its product line includes childhood classics as lollipops, candy canes, cotton candy and hard candy.

Realizing that you can't stop kids from eating candy, especially around the holidays, an increasing number of parents are opting for buying candy made with healthier ingredients. Much of this candy is organic since, for many consumers, organic products carry a halo of quality assurance. The market for organic candy is booming, with sales this past year of non-chocolate candy up 8.4% versus flat sales for conventional candy, according to *Candy Industry Magazine*. The selection of candy ingredients is also drawing scrutiny. There is also growing concern over the use of artificial colors and flavors, ingredients that have been linked to hyperactivity and allergies in children and adults. Large confectionery companies are scrambling to reformulate their products with natural ingredients. Anxious to control diabetes, sweet lovers are flocking to low glycemic candies, whose sales jumped 5000% this past year, according to the market research firm Nielsen.

"By making candy that is organic, low glycemic, fair trade and made with natural ingredients, Pure Fun is right on target with many of the major trends affecting the confectionery industry today," says confectionery industry analyst Curtis Vreeland.

### Packed with Healthy Ingredients

Pure Fun candies use natural colors derived from red beets, alfalfa extract, turmeric and red cabbage. They are sweetened primarily with organic brown rice syrup --- a low glycemic sweetener --- and organic evaporated cane juice that retains the minerals and nutrients and not to be confused with processed sugars which remove the benefits included by nature. They contain no gluten, casein, preservatives, fat, pesticides or GMOs. In an era of questionable overseas manufacturing practices, these candies are made in Canada and the U.S. with ingredients sourced from reputable fair trade suppliers.

"Our candies contain all the goodness of all-natural ingredients and none of the bad stuff, the 'badditives.' They're better for you, plain and simple," explains company founder Luna Roth. "This is Better for You Candy® made the way our grandparents enjoyed it, before the advent of artificial ingredients. We're recognized for the ingredients we don't include in our candy". The candies have such kid-friendly names as Loony Lemon, Wacky Watermelon and Giddy Green Apple.

### The Pure Fun Story

Founded in 2006, Pure Fun's mission is to produce "better for you candies". In September 2007 the company was profiled by the Food Network's *Unwrapped*. Ms Roth was nominated for the 2007 JoAnna Townsend Award honoring Canadian women entrepreneurs involved in international trade. Ten percent of sales of the Starlight-branded candy canes are donated to the Starlight Starbright Foundation, a children's charity.

Recognized by Food Industry Canada as a "Top 100 Food Company"  
Gear Awards 2007 Winner  
iParenting Award 2007 Winner

### **Product Availability**

Pure Fun candies are available from a wide array of natural and conventional supermarkets, including specialty retailers, Whole Foods, Sobeys, Shaw's, Planet Organic, Stop and Shop, Giant and Albertson's; or online at [www.wellnessgrocer.com](http://www.wellnessgrocer.com), [www.veganessentials.com](http://www.veganessentials.com), [www.amazon.com](http://www.amazon.com).

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