

CANDYBLOG

FRIDAY, APRIL 06, 2007

Pure Fun



Just a few more days until Easter and I thought I'd throw out a few more "green" choices for the Easter baskets.

Pure Fun sent me some [Fair Trade and Organic Cotton Candy](#) last year (who knew such a thing existed?). It's really not that they created a more socially responsible treat that got me, it was that they made it in Root Beer and Maple flavors! This year I got to visit them at their booth at Expo West. Let me say that they're the best kind of candy people - friendly, inviting and eager to share. I see the whole ample samples as a sign of confidence in their product.

And I'm not let down. Their candies don't look like a compromise when it comes to all the best things about hard candies: they look tasty. Glossy, luminous, brightly colored and with a wide assortment to please most folks.



The **Citrus Slices** are drop dead gorgeous. And the taste does not disappoint. They're tart, flavorful and just the right size (a little smaller than a regular starlight mint). Lime, Orange & Lemon. (Everyone knows I would also like to see a grapefruit in this mix.)



Barrels of Fun - root beer float with vanilla. I would have preferred a straight root beer barrel, but this was nice. More on the smooth and creamy side of things than the zesty tingle of a root beer.

Chocolate Meltdowns - tangerine, raspberry & pepsin with chocolatey centers. These were the ones I liked the least of all of them. The flavorful outsides were great, but the lack of chocolate punch on the inside made me wish they were just plain old solid candies.

Fruit Rocks - goji berry, pomegranate, honey lemon & sour green apple. Really sassy and flavorful. I can't say that Goji Berry is really my favorite flavor in the world, but the honey lemon was great and a less artificial tasting green apple rocks.

Pure Fun is organic, gmo-free, no artificials flavors, no synthetics, no gluten, no casein, kosher, vegetarian ... and vegan ... whew! available at Whole Foods.