

CONFECTIONERYREPORT

All-natural confections is the idea behind Pure Fun Confections Inc., a Toronto-based manufacturer of plant derived treats. Pure Fun's products are made from certified organic evaporated cane juice, organic brown rice syrup, alfalfa, and beets and carrots for colouring, with flavourings like anise, tangerine, ginger and cinnamon, goji berry and pomegranate. Luna Roth



founded the company in 2004. "Today, we're a humming enterprise focused on creating "better-for-you" candy that is wholesome and tastes great," she says. "In this market, most manufacturers create nice tasting indulgences, but most also contain some chemicals."

Pure Fun's initial products include a 12-pack candy cane line made of cane juice, and organic peppermint oil (retailing from \$3.49 to \$3.99), and an air-spun gossamer organic cotton candy in four-



serving, 60-g plastic tubs available in maple, root beer, licorice, spicy cinnamon and bubble gum flavours (\$5.99). Both lines have no synthetic colours or artificial flavours, and are free of casein, gluten and GMOs. The company is about to embark on its North American launch of eight new zero-fat candy styles in 27 combinations (available in retail packages and in bulk bags, and retailing between \$4.99 and \$5.49), including 3.5-oz, six-pack Citrus Slices (in lime, orange and lemon flavours, with 20 calories per candy) and 4.5-oz, 12-pack Pure Pops (in green apple, lemon, tangerine and watermelon flavours, with 20 calories per lollipop).

"One of our greatest challenges is product development," says Roth. "Organic ingredients do not behave like conventional refined products and synthetics. We painstakingly create our own recipes that must be shelf stable, look great and have the 'wow' taste factor. We tried over 100 recipes before deciding on the 27 in our new hard candy line." Regardless of these challenges, Roth sees the confectionery business as one that's sweetly rewarding. "We humans need to indulge ourselves once in a while, and we want to give people a healthier choice for those special treats."