

Organic candy company leads the way in a booming industry

Pure Fun Confections offers

premium, wholesome candies with zero tolerance of GMOs, preservatives, dyes, refined sugar and synthetic chemicals

Pure Fun candies are organic and non-GMO

As far as GMOs, Roth finds them easy to avoid because the organic pedigree promises that the foods haven't been tampered with.

“Why do we believe we’re smarter than the natural order?” Roth asks, referring to the alarming effects of synthetic foods introduced since the mid-1900s. “My Mom ate natural food—I was raised on less natural food—and now children are eating loads of processed foods. Today 62% of kids have problems unheard of before.” She points to a recent study done by the University of Southampton, UK, printed on the front page of the New York Times in September, confirming the link between hyperactivity in children and food additives, particularly food colorings and the preservative benzoate.

Endorsed by allergy associations

It's not surprising that Pure Fun products are eagerly endorsed by allergy associations, the Feingold Association, National Autism

Association, and Canadian Health Food Association.

Roth is particularly pleased with affiliation with The Princess Margaret Hospital Foundation, whose chemotherapy patients enjoy the wholesome treat, and with George Brown College, a premiere culinary school who is partnering with Pure Fun in product development.

What's the most difficult part of marketing the organic candy? Educating the consumer, Roth says. “There's a perception that natural and organic is more expensive—but really, synthesized food is too cheap. Our society has created an altered perception of what food should cost, and ‘natural’ is where the price should be. It's all about choosing your food environment—synthesized or natural.” To address that issue, Pure Fun is focused on brand strategy, so that two years from now, people will associate Pure Fun as the provider of products with nothing added. Meanwhile, the company is adding new products such as flavored brown rice syrup (maple, chocolate, raspberry), chocolate logs (a “Tootsie Roll”), and gummies.

Regardless of what the future holds for Pure Fun, Roth is satisfied to be offering such a quality product and to watch the change in food preferences. “I took an idea and implemented it, found like-minded, quality partners to work with, and have received the approval of topnotch peers, such as the president of Cadbury, UK. We've encouraged other companies to follow our model, and it's great to see that others are moving into that strategy”

Pure Fun's goal is to provide a wholesome product to satisfy the natural craving for sweetness that humans are born with. The website draws browsers in with the tune of “Dance of the Sugar Plum Fairies” from Tchaikovsky's Nutcracker Suite. It's filled with sing-alongs (Shirley Temple's “On the Good Ship Lollipop”), craft ideas, and recipes along with well-presented information on the particular ingredients in the candy. Like everything about the company, it speaks to enjoying life in a more healthy way.

“Our name came from our employees talking about the ‘pure fun’ of working here,” Roth says. “The real passion comes from what you're giving.”