

BUSINESS FIRST

CandyRific to release candy line for next 'Madagascar'

CandyRific LLC, a Louisville-based novelty candy manufacturer, is releasing a new line of licensed products in connection with the release of the DreamWorks Animation movie "Madagascar: Escape 2 Africa."

The candies are scheduled to be on store shelves in October, before the release of the movie, according to a news release.

The sequel to the first "Madagascar" movie features characters Alex, Marty, Gloria and Melman — animals from the Central Park Zoo who find themselves transported to Africa. The movie is scheduled to be released Nov. 22.



CandyRific is making a number of Madagascar-licensed items, including "Giggle Heads," suckers made in the shape of various characters that "giggle" when shaken; "Sticker Stampers," which combine a stamper with stickers and candy; and candy tins decorated with movie characters.

Created by Louisville entrepreneur Rob Auerbach, founder of Rainbow Blossom Natural Food stores, CandyRific sells candy and novelty products utilizing licensed brands. Other licensed brands in CandyRific's portfolio are Disney and Warner Bros. characters, Etch A Sketch, Slinky, M&M's, Airheads, Skittles and Starburst candies.



— TERRY BOYD

Louisville-based CandyRific is making these "Giggle Heads" and candy tins such as the one above in conjunction with the release of DreamWorks Animation's "Madagascar: Escape 2 Africa."

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