

Candy plays dual role in the world of kids' confections

by Joanne Friedrick

Being successful in the kid's candy segment is child's play—literally. The trend of interactive candy hasn't slowed and, if product releases scheduled for 2008 are any indication, it isn't leaving anytime soon.

According to the National Confectioners Association's trend report released during the 2007 All Candy Expo in Chicago, Child's Play is one of the major trends going forward. "Interactive candies encourage kids of all ages to play with their food," stated the report.



Candyrific has teamed with M&M's and Skittles to offer candy-themed collectible dry-erase boards.

Kids are also able to jump on the bandwagon with other key trends, such as Flavor Fusions, in which manufacturers blend sweet and spicy, sweet and sour and fresh and fruity; Simply Sugar-free, which melds the good-for-you, sugar-free trend with flavor-full blends of fruit and sour; and Reinventing Classics, giving a new face to familiar products such as chocolate bars and peanut butter cups.

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