



SEPTEMBER 2007

The List

Consumer Products

CandyRific NO. 322

832.2% Three-Year Growth

REVENUE: **\$12.9 million** EMPLOYEES: **7**

FOUNDED: **2001** **Louisville**

PAST HONOREE

2006

What it does: Designs and manufactures novelty items that are part toy, part candy. CEO Rob Auerbach, a former Nerf toy designer, adds try-me features—fans, lights, and noisemakers—which make for lots of impulse buying at Target, Blockbuster, and truck stops. (To see one of the toys, go to page 143.) *Why it's growing:* Auerbach recently widened his distribution by adding 20,000 retail stores, which increased sales and enabled CandyRific to secure licensing deals to use characters from *Spider-Man 3* and *Shrek 3*.