Principal Investigator
Winnie Chiu, Compliments Culinary Centre
2nd year Culinary Management students, Centre for Hospitality & Culinary Arts

Partners:
Pure Fun Confections

Funders/Sponsors:
GBC seed funding, CONII POP funding, OCE - Connections

Introduction and Research Objectives:
Pure Fun Confections believes the way to improve people’s quality of life is not by taking away “indulgent treats” such as candies. It is by offering consumers “better for you” candies, made from all natural wholesome ingredients. The project team had chosen to develop a line of gummy candies.

Methodology:
Food science Research & Development of commercial candy products using all organic ingredients. Methodology of project includes literature search, raw material sourcing & feasibility studies, gold standard prototypes development including costing exercise, panel sensory evaluation and accelerated shelf-life study.

Results:
40 plus prototypes have been developed using various combination of organic sweeteners, stabilizers, organic food colour and natural flavours. Various bench top preparation methods were also evaluated.

Conclusions and Future Research:
Various prototypes have been long-listed to present to industry partner. Accelerated shelf life study and quantitative panel evaluation will be carried out on short-listed prototypes. Future research would include different types of candies such as jelly beans and fruit chews.

Benefits to Industry Partner:
Pure Fun is actively expanding into markets using new organic materials. Basic food science research, including product development and testing, are required to fully realize the new market potential.

Benefits to GBC:
Throughout the entire research timeline, students from the Chef School will be able to gain food research & development experience through assisting in prototype development, sensory evaluation, raw material testing and literature search. Potential benefits include and not limited to:
- Chef School brand recognition on primary packaging of Pure Fun products developed by they college.
- Product royalty on revenue obtained from candy sales (TBD – discussion with Pure Fun).
- Partnership for future projects.

George Brown College, with 30,000 full- and part-time students and more than 900 faculty in more than 150 programs, aims to be a top community college of choice for applied research investment by industry and other partners. Its applied research strengths include advanced engineering and microelectronics; nursing and the social sciences; health informatics; IT; and design and new media. George Brown is currently allied with nine other Ontario colleges in the Colleges Ontario Network for Industry Innovation, started with a $3.5m grant from the Ministry of Research and Innovation. CONII is building college capacity to bring research to the marketplace.