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## Obama and McCain Candies Create an Online Sugar Buzz

*An unlikely but enthusiastic combination of candy addicts, political junkies, and Japanophiles create a sugar buzz around Campaign '08.*

**Havertown, PA, August 21, 2008** – It took less than a month for the newly-launched website, Kai's Candy Company, to generate a big wave of attention on the web from an unlikely but enthusiastic combination of candy addicts, political junkies, and Japanophiles. Kai's Candy Company launched its business with exclusive, limited edition sets of lollipops and hard candies with cartoon images of Barack Obama and John McCain, as well as other politically themed candies. They are handmade by candy artisans in Japan, using time-honored *kumi ame* (rolled candy) techniques. Michael Toppa, President of Kai's Candy Company, explains, "after exhaustive searching, we learned that only Japanese candy artists have the amazing skills necessary to hand craft caricatures of Obama and McCain in the form of hard candy. We're proud to be the first and only importer of *kumi ame* candies in the United States."

The power of viral marketing has created new niches for unique products like these candies. The online buzz is boosted by bloggers, reviewers, and cool-hunters. Cybele May of *Candy Blog* declared, "as a piece of edible propaganda, it's one of the best I've seen. It's good quality stuff... The Obama pop is attractive..." Comedy Central's *Indecision 2008* Blog also weighed in, "Now you can satisfy your [Obama] lust by wrapping your hands around the big B.O. and licking his sweet face... his lollipop face, that is." The Japanophile must-read *Japan Visitor's Blog* provided its readers with photos of the candies and a detailed overview of the *kumi ame* making process. The candies also received positive press from *Serious Eats*, *Candy Addict*, NPR's *Vox Politics*, the UK

*TimesOnline*, and many others.

The company plans to offer more original and off-the-beaten-path items, including custom-made Halloween candies based on designs selected by visitors to the website in the company's online Halloween candy poll. Visitors to the site also can sign up for Kai's Newsletter, to receive email announcements and special offers for upcoming new and unique offerings from Kai's Candy Company.

For additional information on the Campaign '08 Candies, and for retail opportunities, contact Michael Toppa through the kaiscandy.com contact form at <http://www.KaisCandy.com/contact> . Free sample sets are available to journalists, bloggers, retailers, and event organizers.

**About Kai's Candy Company** - Based in Havertown, Pennsylvania, Kai's Candy Company brings you the coolest candies from around the world. We're not interested in the mass-produced stuff you can find in any store. Our plan is to search the far corners of the globe for the most fun, interesting, and best tasting candies anywhere. Visit us online at <http://www.KaisCandy.com>

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