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SMARTIES

SWEET OR SOUR?



SMARTIE ILLUSION

Pop! You push a small tablet into your mouth and let the creamy flavor melt surrounding you with love or regret. You just ate a Smartie, a candy that was established in 1949. It has been a sweet treat ever since however, now there is second thoughts that Smarties have a sour side. And I don't mean the taste.



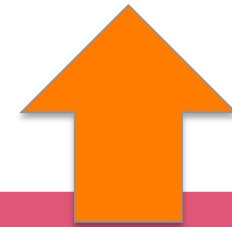
SWEET SIDE

Smarties have a fun, good side full of flavors, colors, sweetness and “smartness” on different diets.



FUN FLAVOR

First, Smarties have an amazing variety of tasty flavors. “white (orange cream), yellow (pineapple), pink (cherry), green (strawberry-who knew), purple (grape), and orange (orange)” says the article on Smarties from CandyFavorites.com. Also, these flavors play a big role in giving Smarties their popularity. “I think the tart flavor sparks the popularity,” says Kimberly Pilson, a real Smarties fan. What would we do without the fun taste?



The different flavors give variety and fun taste to the customer, teasing them for more.

COOL COLORS

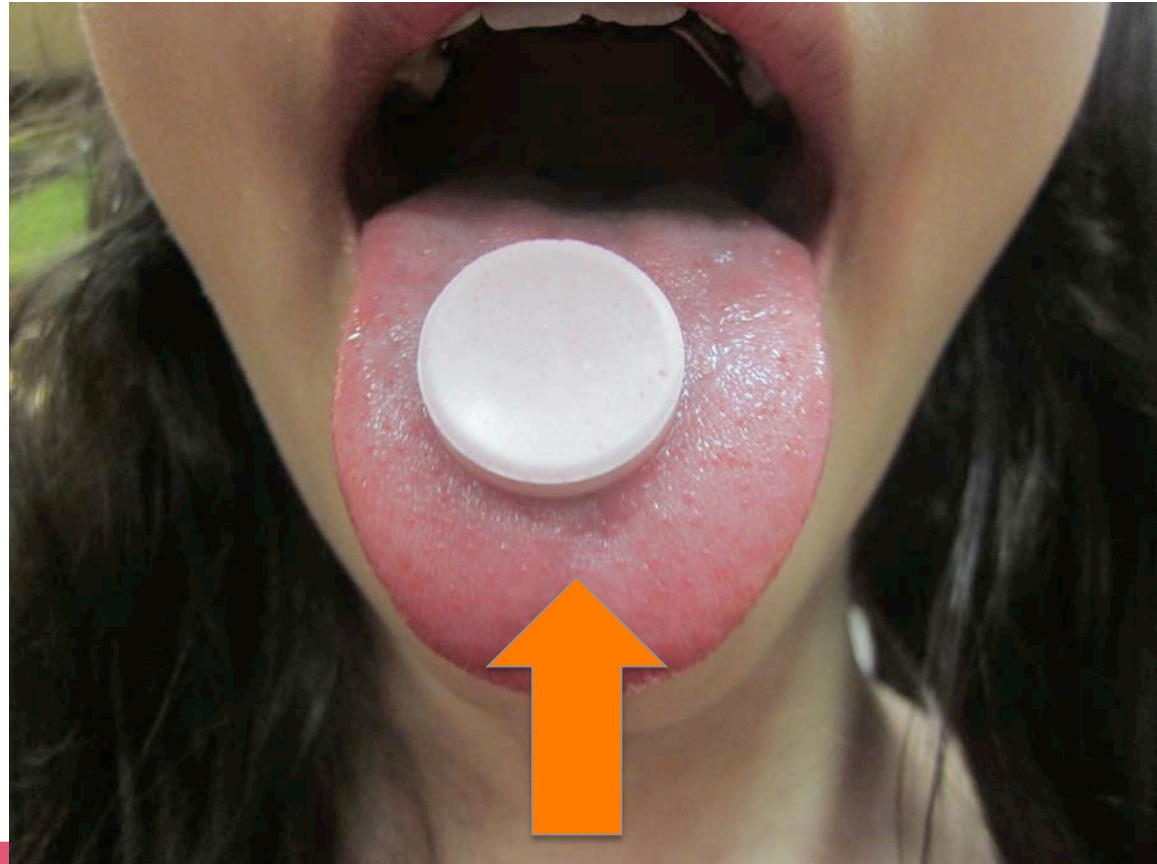
Smarties provide super colors that bring more to the attraction. The more color the more flavor the more flavor the more “yum”! “It is cool to see the colors on the wrapper”, Kimberly Pilson said. Also, Smarties have a fun fact that shows they are good for different diets; they are gluten free and vegan!



The bright vibrant colors of the candy wrapper attracts the eye of the candy lover.

OLDIE TREATS

Smarties have been around for almost 65 years! Smarties Candy Company, a family business, has owned them. The inventor was Edward Dee who wanted to make a candy that would not melt in the sun. A pretty smart history. Also, Smarties are sweet everywhere. Seventeen Magazine says, “Their sweet and fun to chew” and Kimberly Pilson says, “They are a classic candy...sweet treats”.



Mmmm... I'm stunned by these Smarties

SOUR SIDE

Smarties have a bad side. This bitter side contains not improving, choking hazard, and unhealthy ingredients. But, will that stop humans from getting more?



INSIDE SMARTIES

Like most candy, Smarties are not the best thing for you. Behind the flavor there is bad news for your health. On the back of the Smarties package the ingredients are, “dextrose, calcium stearate, artificial flavors and color.” Yuck!

Nutrition Facts for Smarties - 15 tablet roll	
Nutrition Facts	
Serving Size 1 roll (7g)	
Serving per Container	
Amount per Serving:	
Calories 25	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
**Contains less than 2% of the Daily Value of these nutrients.	
*Percentage Daily Values(DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on you calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 - Carbohydrate 4 - Protein 4	

Ingredients:
Dextrose, Citric Acid, Calcium Stearate, Artificial Flavors and Color (Red 40 Lake, Yellow 5 Lake, Blue 2 Lake, Yellow 6 Lake).

Allergy Information: This product made in facility that processes peanuts, tree nuts, soy, wheat and dairy products.



This shows the unhealthy facts about what's on the inside of Smarties.

NEED TO IMPROVE

Although Smarties have different sizes they don't change there simple flavors, colors and shapes. This could affect their business rate when customers are thirsty for change. “ I think they could improve by adding different shapes and brighter shapes”, says Kimberly.



CHOKING HAZARD

When you devour a Smartie, chew. Although Smarties sound safe the small cylinders are tiny and a choking hazard. One, individual Smartie is 4mm tall and a diameter of 1cm. That is pretty small! A preventing choking article by kidshealth.org says, “Never let kids run, play sports or ride in the car with gum, candy or lollipops in their mouths”. Yet, many kids break this rule with candy and choke.



Sweet but, small and easy to choke on.

UP TO YOU

All in all, Smarties are superior and dire. Do you have a better perspective on Smarties? Maybe this essay could help you on deciding your own Smartie side.



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