



BEHIND THE SCENES AT THE MARKETS ON BULCOCK



SPUN FAIRY FLOSS

Light, fluffy, airy and sweet is one way to describe Spun Fairy Floss. These adjectives also describe the mastermind behind the product, Genevieve Loxley.

Growing a business from the ground up is no new concept for Genevieve who successfully established a previous venture of handmade flower hair clips that ended up on sale in ten countries, with the business eventually selling for a six figure sum. However, her successes were not achieved without trials, disappointment, failures, frustration and financial hardship.

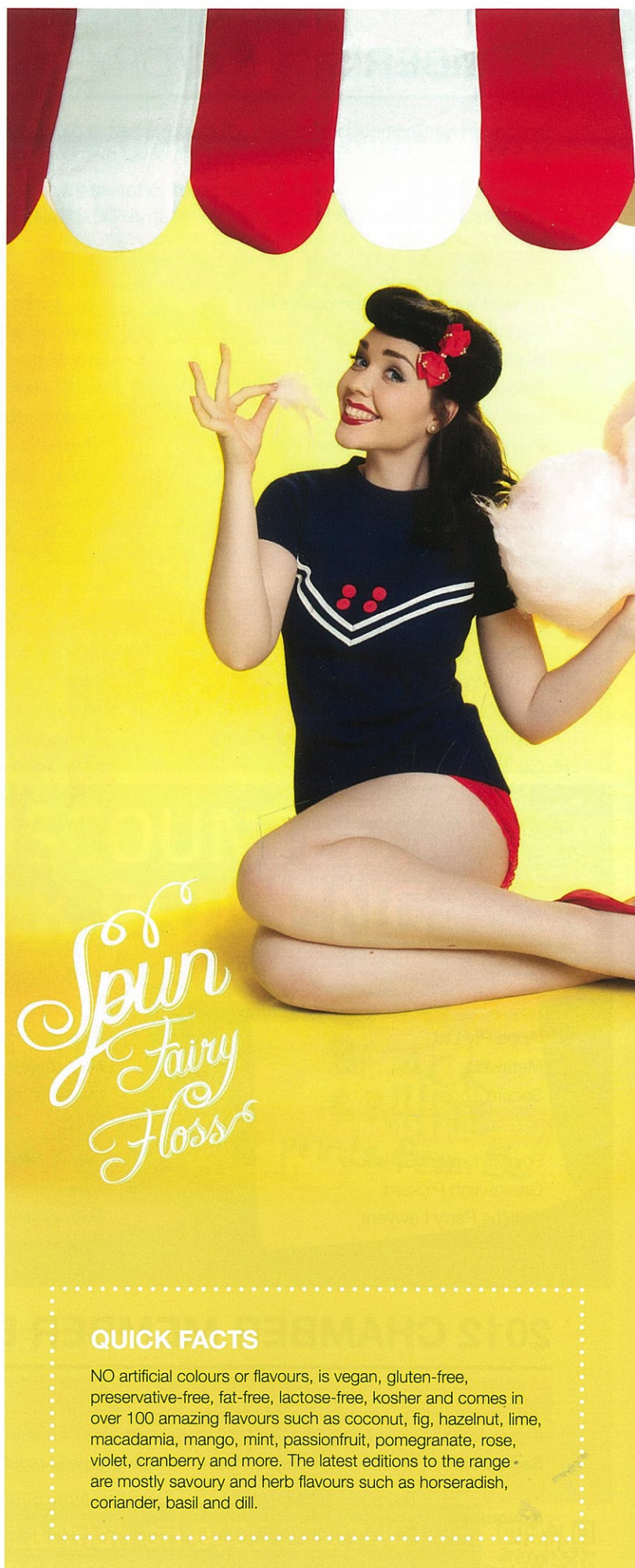
Spun Fairy Floss is the newest of innovations from Genevieve and this project is fast becoming a growing success. The concept came about when Genevieve wondered why you couldn't buy natural passionfruit fairy floss. This was followed by countless hours of market research and the discovery that there is a market for natural fairy floss.

"I am always looking at what new venture I can start. Luckily my husband pulls my ideas into line to make sure they are realistic and achievable. One big thing I continue to learn is to keep it simple. As easy as this sounds it can be so difficult to not get carried away. However, I have been the most successful when I have kept things simple," Genevieve said.

Markets on Bulcock allowed Genevieve to undertake more market research by getting customers to test her product and the different flavours of natural fairy floss she had created. Spun Fairy Floss has come a long way since its beginning, with over 100 natural flavours, new packaging, media coverage and Target ordering 15,000 small tubs for their in-store promotional give-aways during "Australia's Biggest Toy Sale".

"I really am awestruck at the rapid growth of Spun Fairy Floss, especially with media attention and constant phone calls about our product. It blows me away. When we made it into Target this was my realisation that Spun Fairy Floss is going places"

Based in Buderim, Genevieve plans to get an international presence for Spun Fairy Floss and to be sold in some of the larger retail outlets across Australia. She also plans on staying at the Markets on Bulcock each Sunday from 8am – 1pm as this gives her instant feedback on her product and true satisfaction for what she has created. ■



QUICK FACTS

NO artificial colours or flavours, is vegan, gluten-free, preservative-free, fat-free, lactose-free, kosher and comes in over 100 amazing flavours such as coconut, fig, hazelnut, lime, macadamia, mango, mint, passionfruit, pomegranate, rose, violet, cranberry and more. The latest editions to the range are mostly savoury and herb flavours such as horseradish, coriander, basil and dill.