

Melts effortlessly on the tongue

The spun sugar treat known by many names—candy floss, cotton candy, or fairy floss—is a universally loved indulgence, often found at fairs, festivals, and amusement parks.

The origins of this airy delight trace back to 1897, when an unlikely duo—a dentist and a confectioner—joined forces to invent the first electric cotton candy machine. Ironic or ingenious, the pairing certainly paid off. Cotton candy made its grand debut at the 1904 World's Fair, where it became an instant success, selling over 69,000 boxes to eager visitors.

The process to create candy floss, involves heating the sugar until it liquefies, then spinning it through tiny holes where it cools rapidly and solidifies into fine strands. These strands gather in the air, eventually forming a fluffy cloud of sweetness, usually served on a stick. Today, candy floss is shaped into flowers, characters, and intricate designs, enhancing its visual appeal. Pink and blue—often flavoured as strawberry and bubble-gum remain the most iconic colours, but sugar is a blank canvas.

While the UK typically associates candy floss with sweet flavours, countries like Japan push the boundaries with more adventurous varieties. Wasabi and soy sauce versions highlight the balance between sweet and savoury, expanding the treat's sensory experience.

Its appeal also lies in its unique texture—soft, tearable, and quick to melt in the mouth, giving the sensation of eating air. Turkey offers a version called “angel hair,” spun into delicate strands that resemble hair but dissolve like candy floss. This texture has inspired modern adaptations, such as a softer alternative to kadaifi pastry in Dubai's pistachio chocolates bar.

Candy floss continues to pop up in modern cuisine—from cocktail garnishes to sweet toppings for tahini coffee, balancing sesame's savoury bitterness with sugary lightness. Its flavour has even inspired a novelty grape released by M&S, offering a fun, nostalgic twist on a classic fruit - one thing remains clear: its charm is timeless.



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It's hard to pin down the exact flavour of candy floss—it's often linked more to its colour and the unique melting sensation on the tongue than to a specific taste. Still, this sweet delight has been successfully captured as a flavour, often described as a sugary "red" reminiscent of the classic pink variety.



Candy Tower: The ultimate party centrepiece—a light, fluffy white sponge infused with candy-floss flavour for an extra-sweet, subtly fruity depth. Each tier is sandwiched and coated in toffee-apple flavoured buttercream, delivering a luscious, fruity richness that lingers on the palate. Finished with a silky white-rum flavoured ganache, it adds a treacly, vanilla warmth to complete this indulgent showstopper

Iced Gems: A buttery shortbread base—crisp, golden, and infused with a playful blend of smoky and candy-floss flavours—offers a sweet yet moreish depth. Crowned with a delicate, crisp meringue enriched with our signature vanilla custard, it delivers an indulgent, sweet-cooked note that perfectly complements the meringue's airy texture and the base's rich character.



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