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How Sweet It Is: Local Artisan Candy Maker Earns Nationwide Following

Appleton, WI

Danyon Jay Phalin has been dreaming up innovative candy recipes for as long as he can remember. Frustrated with the standard flavors he saw on store shelves, he used his talents to create hand-made confections like Ballpark Caramels (made with beer and peanuts) for his family and friends. This spring, Mr. Phalin took his hobby to the next level and launched an online crowdfunding campaign that quickly earned more than \$6000, attracting supporters from California to Maine. He used the money to lease a commercial kitchen, and this fall, his artisan candy company Danyon Jay Confections has officially opened for business, offering free delivery to the Appleton/Fox Cities area.

“The crowdfunding campaign was unbelievable,” Phalin says. “I saw a need for candy with more imagination ...but would anyone else? The answer, thankfully, was yes. Seeing all of that support come in was a dream come true!”

Phalin’s imaginative creations include Bacon and Sea Salt Patties, Organic Dark Roast Coffee Toffee, and Strawberry Milkshake Cremes. These confections, along with traditional favorites like Milk Chocolate Truffles and Peppermint Patties, are each rolled out with care on a marble slab. He carefully selects his ingredients—Belgian chocolate, locally roasted coffee, Wisconsin butter. Artisan candy-making is a delicate process. “I’ve learned some crucial lessons along the way,” Phalin says. “Especially about heat and shipping. Chocolate has a very low melting point and that can be a challenge. I’ve had to become wise in the ways of order fulfillment. But when I get in the kitchen and start creating, I’m on cloud nine.”

Phalin is a graduate of Ecole Chocolat Professional School of Chocolate Arts, though he began his professional career as a police officer in Eagle River, WI. After his twin boys were born, the family moved to Appleton and Phalin took a job in the food industry. His wife encouraged him to enroll in candy making classes, and his whole family is proud of his success. “My boys are my best tasters!” Phalin notes.

Danyon Jay Confections has been named North Shore Bank’s November Business of the Month. A display of sweet confections is available at the Appleton Branch in the Festival Foods parking lot on Northland Avenue. His creations are available at: <https://www.etsy.com/shop/DanyonJayConfections>.

Contact: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Photos available on request