

JOYRIDE enjoys sweet success with DFMi at IFSA Global EXPO



DFMi debuted JOYRIDE at IFSA Global EXPO last week

[DFMi](#) found a sweet spot on the [IFSA Global EXPO](#) show floor last week with the debut of [JOYRIDE](#). DFMi tells *PAX International* that the “uncommon candy” drew strong demand from airlines and buyers, with several expressing interest in bringing the brand on board.

Founded by Tyler Merrick in 2022, JOYRIDE set out to create plant-based, low-sugar, non-GMO candy. Merrick partnered with YouTuber and former Division I athlete Ryan Trahan to develop sweets made without artificial flavors or colors, synthetic dyes or preservatives.

The lineup gives familiar candy favorites a twist, with popular offerings including gummies, ropes and sour strips. DFMi tells *PAX International* the top three best-selling products are Sour Blue Raspberry Strips, Sour Watermelon Wedges and Cherry Berry Ropes.

With JOYRIDE based in Austin, Texas, DFMi says Global EXPO provided a fitting setting to introduce the brand, adding a little local flavor to its show floor debut.

“The interest from airlines has been especially exciting. JOYRIDE brings a playful personality to the cabin and speaks to what more consumers are looking for: a sweet treat with less sugar and thoughtfully selected ingredients,” Kim Brown, Vice President of Marketing at DFMi, tells *PAX*

International. "Passengers still want that moment of enjoyment, and we see a real opportunity for airlines to deliver it with something fresh and fun."