

# Tymoshenko-Inspired Candy in the Works

By [The Moscow Times](#)

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Supporters and detractors frequently shout slogans concerning the former head of Ukraine's government. **Gleb Garanich**

It would be difficult for most women to replicate former Ukrainian Prime Minister Yulia Tymoshenko's famous braid, but soon they may be able to alleviate this disappointment by eating a facsimile of it.

The peasant-style golden braid of Tymoshenko, who is in prison on charges that many believe to be politically motivated, is a trademark of her personality and a nod to Ukrainian nationalism.

Stanislav Kaufman, head of the Kaufman advertising agency and originator of the Putinka, Volodya and Medvedi vodka brands, received a patent for Yulkini Sosulki (Yulia's hard candy), a confection inspired by Tymoshenko, RBC Daily reported Thursday.

The hard candy is shaped into a round braid and will have five flavors, including mint and fruit.

Kaufman is now waiting for a producer to buy the brand, though the price is still undetermined.

The association of a children's product with a political name is confusing, said Oleg Kuzmin, head of the Brand Union in Russia. Children select candy based on basic features such as its shape, texture and taste rather than its political content, he said.

Kuzmin said that in contrast, political names are a good choice for adult products like vodka because they send consumers a message about the product's quality.

"When choosing vodka, people are attentive to quality," Kuzmin said. "Associations of the product to the country's leaders is important and gives this assurance of quality."

Putinka, whose name is a reference to President Vladimir Putin, was in second place in the vodka market after it was introduced in 2003, but last year's election turmoil showed that the brand could be vulnerable to opposition sentiments.

In 2011, sales of Putinka were down 53 percent from previous years, according to a report by Kristall, which produces the drink.

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