



Need some pep in your step? Talk to John Osmanski '06 BE. He's the owner and president of Osmanium Candy Company, which designs and manufactures caffeinated candy, including Crackheads® and Jitterbeans® (chocolate covered coffee beans with an added boost of caffeine), on the south side of Milwaukee.

Osmanium Candy Company started as a crazy late-night idea during Thanksgiving break of Osmanski's junior year. An entrepreneur at heart, he devoted his spare time to perfecting the candy and bringing it to market, while still working toward his biomedical engineering degree.

After graduation Osmanski continued to run the candy business on the side while pursuing an engineering career. He

was a full-time contractor for GE Healthcare, testing hardware and software for heart monitors. He then worked as a sales representative for JVC, and finally landed at Froedtert Hospital where he was a radiology technician for two years.

Osmanski's entrepreneurial spirit finally took over and he decided to focus his attention full-time on the candy business in 2009. He said, "If I would have had more opportunity within a company to be entrepreneurial, I would probably still be with the company."

Osmanski enjoyed the biomedical engineering program. "It had classes in all the different disciplines. We learned programming, mechanics, electrical design and theory, chemistry, systems modeling and physiology. The lab work is important because you're building things. Everyone at MSOE was so helpful in showing us how to use equipment and be safe. It doesn't seem too many graduates from other universities get that same type of application experience."

This broad range of course work was key to Osmanski's success. "When starting a business, you have to put on all the hats, especially when you don't have a lot of money to start up with. I had to do the design work, fabrication, business setup and maintenance, selling, programming and machining."

In addition to the Osmanium Candy Company,

Osmanski has developed a caffeinated candy line for the Ed Hardy brand and has ownership in Bing! Bang! Boom! Ice Cream Company, which manufactures the world's first caffeinated ice cream, Bang!!. He's also excited to announce that Osmanium has brought back a local Milwaukee favorite: Candy Raisins™. This sweet treat was discontinued a few years ago and Osmanium has successfully recreated the flavor and is selling the product as Candy Sunshine™.

Osmanski's products are distributed worldwide, and can be purchased regionally at Woodman's Markets, Casey's General Stores, Best Buy, Beans and Barley, the MSOE Bookstore and online.