

EXCITING PRODUCTS, LATEST TRENDS, EXPERT ADVICE

# CONFECTIONERY

## & CHOCOLATE BUYER

From the publishers of **SPECIALITY FOOD**



# DISCOVER FEELGOOD FLAVOUR

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# WELCOME TO CONFECTIONERY & CHOCOLATE BUYER

**Welcome to the 2018 edition of *Confectionery & Chocolate Buyer*, brought to you by the publishers of *Speciality Food* – our annual exploration of all things sweet.**

This is always an enjoyable special issue to put together – and yes, I may be typing that with a mouthful of chocolate – because as well as the obvious enjoyment that we all get from confectionery, this sector has seen some exciting evolution over the past few years. We all love, and will continue to love, classic confections like fudge and fine chocolate truffles, but these days the flavour combinations, format innovations



and emerging brands in the sweet treat sphere are as impressive as those in any sector across the fine food industry.

Within these pages you'll find not only profiles of some of the most impressive brands in chocolate and confectionery, but also pages on how to sell their products, advice from experts, and subjects such as Fairtrade and free-from.

We've thoroughly enjoyed putting this publication together, and I hope you enjoy reading and learning from it.

*Holly*

holly.shackleton@aceville.co.uk



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# “TASTING THE TRENDS”

*Speciality & Fine Food Fair: the perfect place for confectionery buyers to source inspiration and innovation*

**F**or the latest in the world of artisan food and drink, whether that's new launches and innovation or maximising current trends and discovering forecasted ones, visitors to Speciality & Fine Food Fair 2018 (2nd-4th September) will not be disappointed.

Buyers and independent retailers in the confectionery sector will be treated to a tantalising plethora of producers presenting their newest ranges or launching as a completely new-to-market brand at the event. From raw cacao to single estate bars and vegan delights, the Fair will have it covered (most likely in dark chocolate)!

## Tempering the trends

With the media frenzy around big brands succumbing to 'shrinkflation'; the health warnings around sugar; the rise of plant-based diets; and the prevalence of consumerism with a conscience, it's fair to say that foodies and even mainstream shoppers are starting to view

confectionery differently.

Consumers are turning towards the more luxury end of the market, looking to artisan chocolate producers who can guarantee good-quality, functional, free-from ingredients and ethical harvesting methods versus mass-produced and sugar-laden items that have no clear provenance. Founder of raw chocolate brand Chocolateeha, Wajeeta Husain said: "Premium, high-quality chocolate has become much more popular over the years due to the shift in consumer mindset about their eating habits. Chocolate lovers want to know what goes into their chocolate – the more natural the better. The love for dark chocolate is spreading like wild fire and so we educate people on eating small doses of it from a good quality source so that it can be enjoyed every day".

Visitors can immerse themselves in this trend at the Fair by seeking out producers such as Rebel Chocolate (stand 2030) from Scotland, whose founder is an academic researcher



turned chocolatier. Dr Neil Robson claims he is "rebellious against the chocolate norm" by using half the sugar compared to market leaders but twice the amount of quality cocoa, extra protein for nutritional enrichment and no lactose so those with an intolerance can enjoy his delicious creations.

The rise in vegan-friendly chocolate will be evident at the Fair as producers such as PLAYin CHOC (stand 3173) present its latest range of vegan-certified and organic, sugar-free chocolates that come in animal shapes and toy puzzle formats to appeal to children. Ideal for the growing number of parents that no longer

want to give their children cheap treats with no nutritional benefit or balance.

And 'treat' is the optimum word. Consumers aren't just health conscious and responsible, they're also curious. Bean-to-bar producers that use interesting combinations of ingredients and flavours are seeing great success. Seed and Bean (stand 1641) experiments with English botanical pairings, boasting a selection of 23 unique flavours such as Aromatic Fennel, Lemon and Poppyseed, Sweet Orange and Thyme, and Lavender. Chief Chocolatier at Seed and Bean, Oliver Shorts said: "We want to redefine the flavours that people associate with chocolate. It's about stepping into the wild and trying something new. We wanted to take flavours that excite and intrigue our customers".

Buyers visiting the Fair should also take time to check out the winners of the Fresh Discovery Awards, which will be announced at the event. Brand new for 2018, the awards will shine a light on

“ From raw cacao to single estate bars and vegan delights, the Fair will have it covered (most likely in dark chocolate)! ”



details big and small. You'll be pleased to know that chocolate and confectionery came out tops – with 72% of respondents saying it was important that independent retailers stocked chocolate.

Also new is The Drinks Cabinet – in partnership with Fentimans – which is primarily aimed at buyers and retailers in the luxury drinks market but will certainly serve up inspiration and innovation for those in the chocolate and confectionery industry especially when it comes to pairings with drinks and what's new with the likes of hot chocolate and chocolate-flavoured syrups and liqueurs used in cocktails. In fact, you'll be able to join Chef Steve Walpole to discuss The Mysteries of Chocolate and their Perfect Pairings in the nearby Savour the Flavour Theatre, Sunday 2nd September 1.45pm to 2.10pm.

Speciality & Fine Food Fair takes place at Olympia London. The show opens on Sunday 2nd September from 10am to 5.30pm, and Monday 3rd and Tuesday 4th September from 9.30am to 5pm. Registration is now open, so sign up via the website for your complimentary industry ticket today.

the incredible product launches that are set to take the speciality market by storm in 2019.

Another brand new feature for the Fair this year is the Ultimate Retail Experience, which will give buyers and retailers access to the minds of 2,000 consumers who were surveyed on what makes the perfect shopping environment for them covering

## INDULGING IN THE SPECIALITY CHOCOLATE TREND TRAIL

A convenient way for visitors to maximise their time at the Fair is to pick up a Speciality Chocolate Trend Trail map, which has been curated especially for confectionery buyers to lead them on a journey that will uncover a selection of gourmet chocolate and the finest confectionery. Here are some of the highlights on the Trail:

### CHOCOLATEEHA chocolateeha.com STAND 3280

Featured in the final of BBC2's Top of the Shops with Tom Kerridge, this raw chocolate brand believes in providing a wide range of chocolate bars for people to enjoy whether they want something that is a lower calorie option or want to go all out with indulgent rich and creamy chocolate. All its chocolate is made from scratch using single origin cacao nibs from Peru, Madagascar and West Africa, with each batch taking 36 hours to produce.

### AWESOME CHOCOLATE awesomechocolate.eu STAND 3050

Brand new to the UK with its range of nuts and beans coated

in the finest Belgian chocolate and with a surprising twist in combinations; almonds coated in caramel chocolate with sea salt and pecan nuts coated in real American maple syrup and white chocolate, to name a couple. Its products are also certified by UTZ, which is the world's largest sustainable cocoa programme.

### ADAM'S COLD PRESSED CHOCOLATE adamschocolates.com STAND 3175

Organic chocolate made with cacao pods, lucuma and yacon root for maximum health benefits and vitamins, cold pressed to retain the goodness in each bite. Flavours include Coconut & Banana, Goji Berry & Pistachio and Hazelnut & Blackcurrant.



## Explore the UK's leading showcase of fine food and drink

Condense a year's worth of product sourcing into an inspiring journey of discovery, register to attend at [specialityandfinefoodfairs.co.uk](http://specialityandfinefoodfairs.co.uk)



[specialityandfinefoodfairs.co.uk](http://specialityandfinefoodfairs.co.uk)

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INDUSTRY ONLY



**B-CORPS**

A lesser-known certification scheme which is gaining traction by the day, B-Corporations are businesses dedicated to being accountable for their social and environmental performance. Chocolate makers that are certified B-Corps include Divine Chocolate and Doisy & Dam. “We have an idea of where we can improve our impact but don’t want to limit our accountability to just one specific area – such as Fairtrade and organic – we want to have a driving message that says we will always strive to improve and to be better. That’s what B Corp gives us,” says Richard Wilkinson, co-founder of Doisy & Dam.

**FAIRTRADE: NEED TO KNOW**

- Small producer organisations spent 47% of their Fairtrade premium in services for farmers, like equipment and training
- 23% of all farmers and workers in Fairtrade are women
- There are 1,411 Fairtrade-certified producer organisations in 73 countries around the world
- There are more than 1.6 million farmers and workers in Fairtrade-certified producer organisations

“ Quite often the public lack the details so they are often pleasantly surprised when they do learn about the specifics of a company supply chain. The most accessible story for us is Divine Chocolate. It’s a popular product anyway, because of the range flavours coupled with the quality and everyday price point, and it also doesn’t look too ‘worthy’. When customers hear about how it was founded and the communities involved it’s like putting a ‘name to a face’ moment ”

**CANDICE FONSECA, PROPRIETOR OF DELIFONSECA**



**CHOCOLATE & LOVE PANAMA 80%**

This high-percentage chocolate is full bodied yet mild, decadent and incredibly smooth with hints of nuts.

[chocolateandlove.com](http://chocolateandlove.com)



**LOK 60% PREMIUM SINGLE ORIGIN**

Vegan-friendly luxury single origin premium chocolate from Colombia which comes in recyclable packaging. [tbosa.co.uk](http://tbosa.co.uk)

**DOISY & DAM MAPLE, TOASTED RICE & PINK SALT SNAPS**

Colombia single origin dark chocolate drizzled with Canadian maple syrup, sprinkled with Himalayan pink salt and scatted with toasted rice. [doisyanddam.com](http://doisyanddam.com)



**SINGLE ORIGIN**

Single origin chocolate bars are becoming more and more prevalent in the industry, and for good reason, too. The term basically means that the chocolate is made from cacao beans from one specific place or origin. This means that companies adhering to a single origin sourcing ethos won’t be creating a product featuring a blend of beans from a host of different countries, which is an accusation that is often levelled at the larger brands. The terroir of the bean is of huge importance for chocolate lovers on a flavour level, too, with the origin of a bean sometimes offering a specific flavour which is distinctive of the region.

It doesn’t end with single origin, either, with some chocolate experts arguing that ‘single estate’ is the term consumers should actually be on the lookout for, as there is no merging of terroir, making the cacao more traceable.



**FAIRTRADE**

The Fairtrade certification scheme sets social, economic and environmental standards for both companies and the farmers and workers producing chocolate. For farmers and workers, the standards include protection of workers' rights and the environment, while for companies it includes payment of the Fairtrade Minimum price and the enforcement of an additional Fairtrade Premium that should be invested in the business or project of the community's choice.

Fairtrade independently checks that the standards have been met by the farmers, workers and companies that are part of a product's supply chain. In order to reassure consumers that those steps have been followed, Fairtrade licenses the use of a Fairtrade Mark on products and packaging.

**GREEN & BLACK'S 70% DARK CHOCOLATE**

This dark chocolate is made with the finest Trinitario cocoa beans for an intense taste. [greenandblacks.co.uk](http://greenandblacks.co.uk)



**DIVINE RICH DARK CHOCOLATE WITH COCOA NIBS**

Part of Divine's new Organic range, featuring chocolate sourced from São Tomé. [divinechocolate.com](http://divinechocolate.com)

**SEED & BEAN TANGERINE RICH MILK CHOCOLATE**

Brazilian tangerine oil works with a full flavoured creamy chocolate creating a flavourful combination. [seedandbean.co.uk](http://seedandbean.co.uk)



**BEAN-TO-BAR**

“ Bean to bar’ is becoming more understood as a short hand that signals provenance and quality to people, because it means the chocolate maker has chosen very specific beans and managed every step of the process themselves to create the perfect flavour. The problem is that many makers are jumping on this bandwagon and trying to give the impression that they manufacture from the bean when in fact they buy bulk industrial chocolate and remould it ”

**WILLIE HARCOURT-COOZE, OWNER OF WILLIE'S CACAO**



**WILLIE'S CACAO SALT FLAKES**

Soft slakes of sea salt are buried in delicious Rio Caribe milk chocolate. [williescacao.com](http://williescacao.com)

**PUMP STREET BAKERY SOURDOUGH & SEA SALT**

Sourdough crumbs and a touch of sea salt add crunch and a smooth, malty flavour to the Ecuadorian chocolate. [pumpstreetbakery.com](http://pumpstreetbakery.com)



**THE CHOCOLATE TREE WHISKY NIBS**

Rare cacao nibs from the Marañón canyon in Peru soaked in a premium single malt from Islay. [choctree.co.uk](http://choctree.co.uk)

**PRODUCER SPOTLIGHT**

**PLAYIN CHOC**

**PLAYin CHOC** is a new and innovative, ethical, design led UK manufacturer of organic chocolates and educational eco toys. We use no plastic in our packaging or toys, instead using home compostable film to individually wrap our 2018 Great Taste Award-winning chocolates.

Our 3D puzzle toys are made from 100% recycled card and there are 46 animal designs to collect, assemble and learn about. Each **PLAYin CHOC** kids cube comes with 2 x 10g smooth and creamy chocolates - which are also vegan, refined sugar free, gluten and soy free - a 3D puzzle toy (leaving three stencils once assembled), and a fun facts info card.

**PLAYin CHOC** chocolate only comes in boxes of 5 and 10 - are are perfectly sized for portion control, freshness and portability. All products come in shelf-ready packs with pop up displays at the back to neatly inform and sell in any retail environment.

**PLAYin CHOC** is shortly available from two UK national distributors, The Health Store and Suma - as well as direct from [playinchoc.com/wholesale](http://playinchoc.com/wholesale). [playinchoc.com](http://playinchoc.com)



I'm a UK based Master Chocolatier with three boutique stores across London. My company, paul.a.young fine chocolates, focuses on crafting flavoursome and interesting chocolates using the world's best ingredients, always made in a handmade, truly artisanal way.

**What advice would you have for independent retailers wanting to compete against supermarkets in chocolate/confectionery?**

My advice for independent retailers is to create your own brand and style. Think about what inspires you and what makes you different. I get inspiration from everything around me such as the London food scene, eating out, travelling abroad, the seasons. Don't follow trends, create them yourself.

**What classics should every chocolate/confectionery retailer sell?**

The sea salted caramel has moved on from a trend to a classic, so all independent retailers should have their own take on it. It's still a joy for me when I see one of my customers taste my sea salted caramel for the first time and watch their expressions change to one of surprise and bliss.

**And how can they differentiate their offering?**

British people are intrinsically interested in exploration; we love to try new things and aren't afraid to take a risk, especially when it comes to chocolate. Independent owners have the advantage of being small enough to spend the time educating their customers about the differences in chocolate origins, and allow their customers to experience these distinctions for themselves.

**What new flavours and formats have you seen emerging?**

In terms of chocolate trends, we're seeing that people know more about chocolate as an ingredient. Consumers are enjoying exploring chocolate, going beyond milk, dark and white. People are far more educated; they understand chocolate from different origins tastes different and that they have different taste profiles, whether it's Madagascan, Peruvian, Ecuadorian or Grenadian cacao, for example. Inclusions into chocolate bars are on the increase to help with variety but it can also reduce the cost as less chocolate is being used per bar.



*“Don't follow trends, create them yourself”*

*Master chocolatier Paul A Young on keeping it independent and interesting*

In terms of flavours, we've seen savoury flavours appearing. Miso has previously been a big hit amongst chocolate fans but we are seeing further innovation. I launched a Beef Dripping Caramel last year which was hugely popular, so followed that up with Goose Fat Caramel for Christmas.

**Do you have any concerns about the chocolate/confectionery industry at the moment?**

Prices are rising continually – of cacao beans, of sugar, of vanilla – so that presents obvious challenges. The other big area for concern for me is sustainability. Transparency is something all consumers are coming to expect so as an industry we need to be as open as possible.

**How can retailers and producers manage these and move forward?**

In terms of cost increases, negotiate with your suppliers, and unfortunately some costs do have to be passed onto consumers.



With regards to sustainability, it seems that the best thing to do is hope that each business owner or individual is willing to take responsibility and do what they can to make their operation as efficient as possible. We use Guittard Chocolate for a large amount of our production and they have great sustainability credentials with their own 'Cultivate Better' programme. We're really good at ensuring we minimise wastage. If every business was conscientious in this same way, then who knows what the wider effect could end up being.

**How important is staff training – and how do you go about training your staff?**

The chocolate industry is so creative and very competitive, so keeping product standards, service and customer experience very high is super important, and staff training is an integral part of this equation. I believe training needs to be pin-point accurate otherwise consistency will suffer.

In terms of the chocolatiers, there's no formal training in the UK at the moment – it would be wonderful if there was – so we teach all of our staff in house with on the job training to learn all the skills and techniques. We have dedicated training days and evenings for our teams in production and retail.

**How important is the consumer experience, and how do you make this special?**

Customer experience is hugely important, especially in retail. The way our chocolates are presented plays a very important part in our customers' experience. We love to try new moulds and keep our shapes interesting – it's definitely more of an art than a science. We love to decorate our chocolates with a variety of coloured cocoa butters and shimmer powders – people eat with their eyes, after all. Most importantly it's about the taste, and we have a constantly changing array of interesting flavours. Our customers are always popping in to see what's new.

Our retail teams need to be really clued up with their knowledge and information so that they can share this with customers and engage with them at any point. It's this engagement that is vital to delivering excellent customer experience.



“ I get inspiration from everything around me such as the London food scene, eating out, travelling abroad and the seasons ”

**E**thical food and drink brand, Eat Your Hat, launched with its pioneering collection of seven organic milk and dark chocolate tablets in December 2017, and is one of the few authentically Fairtrade, organic, sustainable and utterly delicious ranges in the market – perfect for conscious consumers with an eye for modern aesthetics. The four dark chocolate tablets are also certified vegan.

The brand cooks up delicious fare from ethical ingredients that make people and the earth happy, and as consumers become increasingly concerned about where their food comes from, both ethical and eco-friendly credentials are very much in demand.

The chocolate company is really making a name for itself too, recently scooping four wins at the 2018 Great Taste Awards for its Organic Dark Chocolate with Sri Lankan Turmeric and Black Pepper tablet, Organic 95% Cocoa Dark Chocolate from São Tomé tablet, Organic Milk Chocolate with Sri Lankan Cardamom tablet,



## ETHICAL SUCCESS STORY

*Eat Your Hat is continuing to take awards ceremonies by storm – another great USP for the ethical food and drink brand, explains Alistair Menzies, director of sales*

and Organic Dark Chocolate with Brazilian Mandarin tablet.

Conscientious shoppers are on the lookout for Fairtrade, organic, sustainably-sourced,

smallholder-grown, transparent and life-affirming food that has a real impact on lives around the world. Eat Your Hat speaks loudly and clearly about its Fairtrade,

organic and eco-credentials. It's a fearless brand, not afraid to make waves or ruffle feathers in its quest to uncover hidden truths about trade and expose trade injustice.

Eat Your Hat's range of on-trend flavoured chocolate slabs is free from GMOs, fertilisers, pesticides, artificial colours and preservatives, and is totally sustainable – so ideal for careful consumers looking for high quality, ethical organic chocolate that gives back to the growers. The brand has sourced its ingredients from farmers who all have a powerful human story to tell, from the cocoa experts on São Tomé island to the cardamom and turmeric growers of Sri Lanka. Even the market's ever-popular milk chocolate and sea salt blend is kicked up a notch with the addition of Fairtrade sea salt harvested in the salt pans of South Africa.

Finally, it's not only the chocolate that speaks volumes about the brand's eco-friendly prowess. The printed cardboard outer is recyclable, and the gold foil inner is plant-based, so it's entirely compostable, too.

“ Eat Your Hat has sourced its innovative ingredients from farmers who all have a powerful human story to tell ”



EATYOURHAT.COM



# A NEW JOURNEY BEGINS

*The launch of an exciting new range sees Divine Chocolate extending its economic model to São Tomé, explains Chris Noel, sales director*



**D**ivine Chocolate, the Fairtrade company owned by Kuapa Kokoo farmers from Ghana, has announced its new organic range, featuring Fairtrade cocoa sourced from farmers in the West African island of São Tomé. It's the first time in the company history that it will be sourcing cocoa from the region, ushering in a new era for the renowned chocolate producer.

The cocoa, which is certified organic, is being used to make an innovative new range of high quality dark chocolate bars, which will launch in the UK in September 2018. It's a move which builds on the certified B Corp company's commitment to business as a force for good, and its mission to create sustainable supply chains which fairly remunerate and empower smallholder farmers.



"For the Divine Organic range, the São Tomé farmers receive the Fairtrade premium, with the Kuapa Kokoo farmers receiving a share of the profits," explains Chris. "São Tomé farmers will also receive investments in their projects. In this way Divine Chocolate continues to carry out its mission to deliver a fairer deal to smallholder farmers, and to build on its unique business model."

## The chocolate island

São Tomé is a tropical island nation off the West Coast of Africa. Originally a Portuguese colony and, back in 1913, the biggest producer of cocoa in the world, it is now rejuvenating its cocoa industry and developing a reputation for quality, organic cocoa with a distinctive rich flavour and fruity notes. The cocoa has been bought from the CECAQ-11 co-operative via a traceable supply chain. "This is the first time Divine Chocolate has sourced cocoa from São Tomé," says Chris. "São Tomé gained its independence in 1975, and over time has been re-establishing its own cocoa farming industry. Land has been parcelled out to farmers, and co-operatives

have been set up to ensure farmers have more control over, and benefit from, their crops and sales.

"CECAQ-11 is one of these – now bringing together 20 village communities – and helping with training, materials, transport and export. With support from Cafédirect and from IFAD, CECAQ-11 is now Fairtrade and organic certified. Its farmer members are well-trained in growing, harvesting, fermenting and drying their crop, and are producing a traceable supply of cocoa of a very high quality and distinctive rich flavour. Divine Chocolate is delighted to be buying cocoa from CECAQ-11 to create its new organic range of high cocoa flavoured bars."

The innovative new range of five 80g bars features four flavours made with 85% cocoa, as well as a 95% plain dark bar. The flavoured varieties include Chocolate with Cocoa Nibs, Chocolate with Lemon, Chocolate with Turmeric & Ginger and Chocolate with Blueberry & Popped Quinoa. "They are exciting innovations and also some of the favourite ingredients sought out by health and wellbeing-minded consumers," explains Chris.

The Divine Organic range is positioned perfectly to cater for a constantly growing, engaged audience, believes Chris. "According to research, 55% of consumers actively look out for chocolate's cocoa percentage," he explains. "The Divine Organic range is all 85% and above, which offers consumers a high cocoa and lower sugar treat. The popularity of vegan products continues to rise, with Mintel finding that between 2013 and 2017 vegan confectionery product launches more than doubled globally, growing by 140%. Vegan products – the Divine Organic range is all Vegan Society Certified – offers independent retailers and delis a real opportunity to offer this growing band of consumers a point of difference to the more mainstream offerings found in the multiples."

## THE NEW ORGANIC RANGE: IN BRIEF

- It comes packaged in a fresh, paired-back style but with the distinctive, gold Divine logo and pattern layout
- The hand-print design and individual sharing bar colours capture the range's origins, ingredients and flavours
- The chocolate comes wrapped in a clear biodegradable film – the entire Divine Organic range packaging is plastic-free

“ This is the first time Divine Chocolate has sourced cocoa from São Tomé ”

New

100% organic



# Discover five feelgood flavours

New from Divine, a temptingly rich high cocoa dark chocolate range bursting with feelgood flavours, made with specially sourced organic cocoa from tropical São Tomé.

- Blueberry & Popped Quinoa • Cocoa Nibs
- Refreshing Lemon • Turmeric & Ginger
- 95% Rich Dark Cocoa.

Natural ingredients • No artificial flavours  
No palm oil or soya



PLASTIC FREE





## RAW

'Raw' chocolate was recently touted as the newest superfood and lauded for its long list of health benefits. While the usual process of creating chocolate was that cacao beans would be picked and then fermented, roasted, ground down, pressed and mixed with fat and sugar, 'raw' chocolate eschews the roasting stage and growers opt to leave beans outdoors to dry naturally instead.

Producers claim that when the beans are exposed to oven temperatures, nutrients like iron, zinc, magnesium, copper and vitamin C are lost. Also, uncooked cacao is stated to contain higher levels of antioxidants to the roasted variety used in most chocolate.



### RAW HALO PURE DARK

This award-winning bar is made using only three ingredients: raw cacao powder, raw cacao butter and coconut sugar.  
[rawhalo.com](http://rawhalo.com)

### PANA CHOCOLATE SOUR CHERRY & VANILLA

50% raw chocolate is combined with sour cherries and vanilla bean – said to regulate metabolism and encourage blood circulation.  
[panachocolate.com](http://panachocolate.com)



### OMBAR COCONUT 60%

Raw Ecuadorian cacao is infused with smooth coconut cream and butter to create a creamy bar without the dairy.  
[ombar.co.uk](http://ombar.co.uk)

“ The raw diet promotes the consumption of uncooked, unprocessed or minimally processed food and drink as a means of a healthier lifestyle. The concept is based on ingredients that have been heated to a temperature below 48°C in order to preserve enzymes and nutrients. While the raw market is still niche, it offers plenty of opportunities for manufacturers ”

JULIA BUECH, FOOD AND DRINK ANALYST AT MINTEL

## SUGAR-FREE

The war on sugar inevitably found its way into the chocolate and confectionery market, with lots of producers opting to use natural sweeteners such as stevia in the place of added sugar. However, the tides are starting to turn, explains Lianne Van den Bos, global lead analyst at Euromonitor. "How we apply wellbeing is changing," she

says. "Before it was reducing sugar, now it's about high quality ingredients, better taste, and moderation. Some of the current value gain strategies in chocolate have been centred around its attributes. In fact, big successes have been booked by the sudden popularity of dark chocolate, which is positioned as a healthier alternative to other types of chocolate."

"THERE ARE NOW 3.5 MILLION VEGANS IN THE UK, WHICH SUGGESTS THAT ALMOST 7% OF THE POPULATION ADHERES TO A PLANT-BASED DIET"

POLL CONDUCTED BY MONEYSUPERMARKET.COM



**VEGAN**

Most sweets contain animal and insect-derived ingredients like carmine, which is a red colouring derived from beetle shells, and gelatine. While this created a problem for sweet-toothed vegans a while back, nowadays there is a lot more choice on the market, with more premium, upmarket options entering the speciality sector every year.

Vegan chocolate is set for a sweet future, too. According to a *Vegan Chocolate Market* report compiled by Transparency Market Research, the healthy perception of vegan food, paired with an increase in the awareness of reported animal cruelty in the dairy industry and the desire for a greener, more cared-for environment, has acted as a driver for the vegan chocolate market.

The report also states that the myriad launches of vegan chocolate flavours is also driving the market, however, the higher pricing compared to conventional chocolate can dissuade consumers from purchasing it. Even major cooperation Nestlé has predicted that the plant-based foods will continue to grow and is "here to stay".

**BIONA ORGANIC POMEGRANATE HEARTS**

Heart-shaped vegan jellies with real pomegranate juice which are free from artificial colours, flavours and gelatine.  
biona.co.uk



**PIMLICO CONFECTIONERS WINE GUMS GIFT BOX**

All-natural vegan and nut, GMO, alcohol and fat-free fruit jellies.  
pimlicoconfectioners.co.uk



**WALLY & WHIZ APPLE WITH YUZU**

A delicious combination of sour and fresh-tasting Japanese yuzu with sweet apple.  
wallyandwhiz.com

"OVER THE LAST FEW YEARS THE DAIRY-FREE MARKET HAS SEEN STRONG VALUE GROWTH. THIS IS AS MORE SHOPPERS ENTER THE MARKET, AS NOW OVER ONE IN THREE SHOPPERS BUY INTO DAIRY-FREE. THIS SHOWS DAIRY-FREE IS NO LONGER SIMPLY FOR THE INTOLERANT. IN FACT, DATA SHOWS THAT 29.1% OF NON-DAIRY/LACTOSE INTOLERANT HOUSEHOLDS BUY FREE-FROM DAIRY PRODUCTS"

RACHEL KNIGHT, CONSUMER INSIGHT DIRECTOR FOR DAIRY AT KANTAR WORLDPANEL

**DAIRY-FREE**

Mintel notes that while non-dairy chocolate launches are currently limited, they "provide a canvas for imaginative flavour combinations" and appeal to more adventurous eaters.

Nowadays, it's not uncommon to come across a dairy-free chocolate bar jam-packed with superfoods, with brands like Doisy & Dam and Rhythm108 executing the style with aplomb.



**GNAW COFFEE + MINT**  
Rich dark chocolate with refreshing coffee and mint, handmade in Norfolk by quirky, fun-loving chocolatiers.  
gnawchocolate.co.uk

**PUSH CHOCOLATE HONEYCOMB**

High protein, dairy-free buttons which come in a range of flavours, with chocolate sourced from Colombia.  
pushchocolate.com



**DOISY & DAM MACA, VANILLA & CACAO**  
High quality dark chocolate sourced from the Dominican Republic which is vegan and gluten, dairy and emulsifier-free.  
doisyanddam.com

**PRODUCER SPOTLIGHT**



**NU+CAO**

nu+cao is made from raw cacao, hemp seeds and coconut blossom nectar, and every vegan chocolate bar is packed full of antioxidants, meaning it's a feel good, healthy, low carb treat!

Each nu+cao is extremely low in sugar, 50% lower than other healthier alternatives. The nutritious hemp seeds mean that each bar is packed with protein, higher than the average at 14% per bar, making it an ideal pre or post gym snack. On top of all that, nu+cao contains no artificial additives such as preservatives; a naturally delicious snack that can be enjoyed at any time of the day.

nucao.de/english

# BEST OF BRITISH

*Jaime Waring, sales director, introduces  
The Gourmet Candy Company –  
purveyor of luxury timeless confections*

**A**s a supplier of quintessentially British brands such as Mr Stanleys, The Gourmet Candy Company has become a go-to source of luxury sweet treats for UK independents and international markets alike.

Its flagship brand, Mr Stanley's, combines classic and timeless British confections such as Butter Fudge, Peanut Brittle, Toffees and Coconut Ice in gift-led packaging. It's UK independent retailer base has grown considerably over the years as Mr Stanley's continues to innovate and not only supply

these classics, but also supply modern takes on classics such as the new Popcorn & Peanut Brittle, Elderflower & Gin Fudge and White Chocolate covered Honeycomb with Strawberry. Our Popcorn & Peanut Brittle is a modern spin on our classic Peanut Brittle, which is consistently one of our five top sellers; our range of timeless confectionery such as Coconut Ice, Butter Fudge and Butter Toffee have long been strong sellers and will always be at the heart of what we do.

We are constantly looking to innovate to compliment these

classics and broaden our offering to keep trade buyers and consumers asking "what's next from Mr Stanley?" The consumers demand for Mr Stanley's Butter Fudge will never go away, it is the top selling fudge on Amazon.co.uk, for example. But five years ago we developed our Caramel and Sea Salt Fudge, at the time an innovative flavour, and today its sales almost match the Butter Fudge. It was also a recent winner at the Great Taste Awards for 2018. Of course sometimes not all innovations tempt the taste buds of consumers, but we will always try new things.

There has certainly been a trend of blending unusual flavours the past few years. This year we have brought out three unique flavours of what we call 'Boozy Fudges', with the most popular being the Elderflower & Gin flavour Fudge in a 150g gift drum. There is an obvious gin trend in UK retail at the moment and whilst it's a bold move to try it in a classic tablet style fudge, it's worked – consumers have been

going crazy for it since it launched.

Looking forward there'll be more innovation, centred around what we do best. We are now also developing a lot of chocolate-based lines, blending classic flavours with flavours that are perhaps unthought of. Further to that, we're looking at unusual chocolate shapes and moulds to really stand out from the competition. Our NPD department is looking at developing more unique confectionery lines to stand out from the crowded market. The Mr Stanley's journey has only just begun!



“ We have customers who year on year come back for Coconut Ice, Butter Fudge, Peanut Brittle and Butter Toffee – they are timeless and the production method has not changed in many many years ”

**MR. STANLEY'S**  
EST 1843

**THE BEST OF BRITISH CONFECTIONERY**

- The Gourmet Candy Company
- [sales@gourmetcandycompany.com](mailto:sales@gourmetcandycompany.com)
- +44 207 428 9993
- [www.gourmetcandycompany.com](http://www.gourmetcandycompany.com)
- & [www.mrstanleys.com](http://www.mrstanleys.com)

[f](#) [t](#) [i](#)  
**@mrstanleys**

# SEASONS GREETINGS

*The Fine Confectionery Company boasts a whole host of seasonal confections, says Andrew Mitchell, founder*

It's been a year filled with lots of new products from Fine Confectionery this year.

Existing and new partners have come up with some fabulous new creations.

Nideregger, the benchmark in marzipan from Lubeck have excelled themselves with the marzipan loaf of the year Apple Strudel, along with the flavour of the year Irish Coffee mini loaves. Christmas sees the introduction of a new, grand 500g Advent Calendar with a charming pyramid design.

The creative team at Jelly Belly have launched 17 new year round lines along with strong selling collection of new licenced products featuring Harry Potter, DC comics Batman and Wonderwoman and new Beanboozled Minions Edition. November also sees the launch of the all new Wizarding World –

Harry Potter chocolate and candy collection from Jelly Belly – all very exciting!

The American brand, Sour Jacks are a welcome and exclusive new arrival to the Fine Confectionery collection, these sour fruit flavoured



soft candy wedges are available in four great flavours, call for samples.

There is still time to order from a full range of premium Advent Calendars including, Jelly Belly, Beanboozled, Cocktail and Traditional Liqueur filled calendar and of course the popular Nideregger 31 day calendars containing 500g of delicious confections.

Liqueur novelty crates from Abtey and the all new Chocca Mocca collection of enrobed fruits and hot chocolate with toppers, along with Cocktail Candy Prosecco, Pina Colada and Gin Fizz gummies complete the line-up for this season.

The spring 2019 brochure is also ready to ship and contains a collection of Valentines Day gifts and novelties along with Easter collections from our key brands. Nideregger Easter eggs, Marc de



Champagne truffles and Classic marzipan eggs, chocolate carrots, rabbits and praline egg boxes along with Belgian chocolate Happy Chocolate shapes in gift boxes, decorated rabbits and eggs and decorated Easter lollipops.



## For Confectionery At Its Finest



**New Brochure Available Now**

Tel: **01992 551075** [www.fineconfectionery.co.uk](http://www.fineconfectionery.co.uk)





## RUNNING A CHOCOLATE COUNTER

### Paul A Young shares his tips

Chocolate counters are invaluable; they allow customers to pick the flavours that appeal to them and therefore ensures they get the best possible experience in terms of chocolates that they'll enjoy. But some chocolate counters can be a bit of a barrier if too high or large or not well stocked, kept clean and appealing. All my chocolates are not behind glass and are easily viewed, and the smell is intoxicating which helps drive sales.

If a customer is buying as a gift, it means that their present is more personal. It also allows us to assess what is popular, which chocolates should to remain in the collection etc. Our chocolate counters are the main focus in my shops as most customers love selecting their own chocolates. It's important to not let the counters take over though as upselling and cross selling to other products around the store cannot be forgotten.

“ Our chocolate counters are the main focus in my shops as most customers love selecting their own chocolates ”



#### THE GROWN UP CHOCOLATE COMPANY SALTED CARAMEL TRUFFLES

Nine milk truffles with mouth wateringly creamy buttery caramel enrobed in 38% milk chocolate.  
[thegrownupchocolatecompany.co.uk](http://thegrownupchocolatecompany.co.uk)

#### PIERRE MARCOLINI PURE GANACHES

The ultimate ganache: a perfectly formed cube with no shell, available in dark or milk chocolate. Best eaten fresh.  
[marcolini.com](http://marcolini.com)



#### NOURI TRUFFLES

Nouri is a new brand of healthy and indulgent truffles which are vegan, sugar free and gluten free.  
[nouri-health.com](http://nouri-health.com)



### TRUFFLES

Sometimes foods are classics for a reason, and truffles are just one of those things. Unfailingly indulgent, always popular and these days available in all manner of different variants as well as the traditional favourites, truffles are the mainstay of any quality confectionery counter.

FRUIT AND NUT

Our pick of the most delicious, modern takes on the classic combination of chocolate, fruit and nuts



**DARK CHOCOLATE MACADAMIAS**

Golden roasted Macadamia, coated with a semi-sweet 60% dark chocolate with a touch of kiln dried sea salt. [championreeves.com](http://championreeves.com)

**SUPERFOODIO CASHEW & CACAO CLUSTERS**

Bite-sized clusters of crunchy cashews, rich cacao nibs and protein-packed quinoa. The ultimate combination of health and indulgence.

[superfoodio.com](http://superfoodio.com)



**CHOC AMOR ORANGE JALFREZI**

Milk chocolate orange with a full curry kick to challenge your tastebuds. [chocamor.co.uk](http://chocamor.co.uk)

“ Premiumisation remains a strong trend in the chocolate market. As references to provenance have become prevalent in premium chocolate, going a step further and educating consumers on how the taste of the chocolate is influenced by the origin of the cocoa beans, could help brands connect with consumers on a connoisseur level ”

ANITA WINTHER, RESEARCH ANALYST AT MINTEL

**RETAIL TIP: THE CHOCOLATE EXPERIENCE**

“Speaking for myself, I know that I care more about things that I know more about. If I take a sip of wine that I know nothing about, maybe I’ll think it tastes good, but usually the experience will be brief and forgettable. But if you tell me about the region where the grape was grown, what the weather was like that year, and a few interesting details about how this particular wine was produced in comparison to other wines... now suddenly I’m having a unique, memorable experience. This same principle applies to chocolate.

Let’s teach people about what they are consuming, tell them stories about its heritage, about the people who are behind it. And then let’s encourage people to take their time with the experience, to taste chocolate in a group setting, to compare chocolate from different origins and different brands, to pair it with wines and spirits and cheeses. People don’t want to simply consume. They want to be enter into a world and take part in it. The world that surrounds chocolate is already a fascinating place. Let’s bring people into that world.”

EDDIE PEZZOPANE, FOUNDER OF TOAK CHOCOLATE

PRODUCER SPOTLIGHT

**BOOJA BOOJA**



Multi award-winning confectioner Booja-Booja, best known for its exquisite gift chocolate collections, is launching a new chilled truffle range featuring packs for all occasions: Two Truffle Packs for on-the-go enjoyment; Six Truffle Treat Packs for everyday sharing; stylish 12-Truffle Gift Boxes and The Wonderbox, a showstopping 20-truffle selection. The range also features two delicious new truffle flavours; Honeycomb Caramel and Toffee Strudel. Made with just a handful of organic ingredients, the melt-in-the-mouth truffles are all dairy, gluten and soya free and contain no additives, preservatives or stabilisers. This innovative range comes in shelf-ready packaging specially designed to maximise fridge space and follows a chilled distribution line to ensure ultimate deliciousness and freshness.

[boojabooja.com](http://boojabooja.com)



## CATERING FOR ALL CHOCOLATE LOVERS

*From cocktail truffles to vegan creme eggs, Andrew Whiting, chairman of Beech's Fine Chocolates, talks us through the chocolate maker's latest innovations*

### BOOZY TRUFFLES

Beech's has developed and perfected five new Dessert and five Cocktail flavoured truffles. Each truffle starts as a hand-mixed chocolate centre, which is infused with its unique flavour – and in the case of the cocktail range, real alcohol – then moulded into a round ball before being hand-finished in a light coating of milk, white or dark chocolate. The flavours are Mojito, Gin & Tonic, Espresso Martini, Whisky Old Fashioned and Kir Royale in the Cocktail range and Rhubarb & Custard, Key Lime Pie, Maple & Pecan, Banoffee Pie and Chocolate Supreme in the Dessert range.

The flavour that people choose as



their favourite depends very much on personal taste and individuality, but in the office the most popular flavours are Espresso Martini and Banoffee Pie. The whole range seems to be very much in demand, and sold out very quickly last Christmas. The demand for boozy chocolate in general is growing steadily – perhaps coinciding with the rise of gin in the marketplace.

Beech's Prosecco truffles in our new Hat Boxes are also in demand as sales of Prosecco in the UK outstripped the sales of Champagne.

### VEGAN CREME EGGS

We already have a Dark Chocolate Egg that's vegan in our range, but for 2019 we have developed our own vegan version of the popular 'fondant egg' that everyone is familiar with. The Beech's version uses similar fondant in the centre and our delicious, high quality dark chocolate for the shell. The 'mini' version of the eggs will be available from January 2019, and will come in packs of six. Two other flavours will be added to this range as well, including a Milk Chocolate Caramel Crunch, which is amazing.

### ATTRACTING NEW CUSTOMERS

At Beech's we have always tried to offer people plenty of choice, which is why we have a large range of SKUs. We wanted to extend that choice to minority groups without detracting from our 'mainstream' traditional customer base. About three years ago we recognised that by making only small changes to a recipe, you could make a product gluten-free or vegan without altering the original taste or texture. We simply amended a number of our recipes to replace an ingredient with another one. The same principle was applied to our vegan range of around 25 SKUs. The more people who can enjoy eating our chocolates, the happier we are.



“ The more people who can enjoy eating our chocolates, the happier we are ”



[www.beechsfinechocolates.com](http://www.beechsfinechocolates.com) - 01772 792 808

**G**uilbert's Chocolates was founded in 1910 in Bristol and we have been hand-making our chocolates in the centre of the bustling city ever since. Our history is what makes us interesting, as even in the 21st century, we continue to adhere to the traditional recipes and methods that were prevalent in the 20th century.

Our techniques are what makes Guilbert's stand out from all the rest – there's no machinery in sight we hand-dip our centres in a heated bowl of melted couverture. In a century where everything is churned out in factories and is identical, handmade is something that consumers actively seek out, and that is what Guilbert's stands for. If we were to alter our methods we would lose our USP, which customers look for, and we would lose our individuality.

At Guilbert's we cater to everybody. Our range includes typical Victorian flavourings such as the Rose and Violet Creams that seem to be as popular now as they were when Guilbert's

started out over 100 years ago, to the more experimental Blackberry Absinthe Truffles that are a newer creation. We continue to create new and exciting flavours to keep

up with the changing tastes and demands of a modern society, whilst also staying true to our roots maintaining the flavours that never seem to decrease in popularity.



## TRUE CHOCOLATE HERITAGE

*Bristol-based Guilbert's has been creating traditionally-made chocolate for fine food lovers for over a century, explains Alan White, director*

History is vital to Guilbert's, as our company is rooted in the history of Bristol's chocolate trade and to us it is important that we uphold that and therefore provenance is a key ingredient to ensuring that our company continues to thrive. To honour this importance we recreate iconic Bristolian places of historical interest which allows us to highlight our love of history as a company along with our love of the historical possibilities of Bristol as a city.

Hopefully the future of Guilbert's is to continue to thrive within a city that is always looking to improve and try new things. We hope to continue to create new and exciting flavours that will continue to pull in new customers, whilst also catering to those tried and tested flavours that people have grown to love. Most importantly, hopefully in the future of Guilbert's we will still be looking into and recreating the past as that is where our true success lies.

“ Handmade is something that consumers actively seek out – that's what Guilbert's stands for ”



*Established in Bristol in 1910*

*We have been hand making chocolates for over 100 years.*

*Guilberts branded chocolates are available for retailers nationwide.*

*We supply some of the top names under their brands, so although you may not be familiar with the Guilberts name or brand, you could quite possibly be familiar with our product.*



Contact [sales@guilbertschocolates.co.uk](mailto:sales@guilbertschocolates.co.uk) or call 0117 9268102



## CONFECTIONERY MARKET: IN BRIEF

- The UK confectionery market is worth more than £5.3bn, according to Mondelez
- The sugar confectionery market is estimated to see a rise in value of 10.4% between 2015 and 2020 [Mintel]
- 52% of those polled by Mintel expressed interest in sophisticated adult sweets, with 30% stating they'd like to see more free-from sweets

“ High quality ingredients, sophisticated flavours, artisanship and provenance of ingredients can all play important roles in denoting a premium status ”

EMMA CLIFFORD, ASSOCIATE DIRECTOR  
OF FOOD AND DRINK AT MINTEL

FROM SAKE-INFUSED KIT KATS TO DRY GIN-ADDED FIZZY SWEETS, CONSUMERS CAN'T GET ENOUGH OF BOOZY CONFECTIONERY. SO MUCH SO THAT PREMIUM ALCOHOL-INFUSED CONFECTIONERY BRAND SUGARSIN RECENTLY OPENED UP ITS OWN BRICKS-AND-MORTAR STORE IN LONDON'S COVENT GARDEN



### BARÜ ASSORTED FLAVOURS GIFT BOX

Gourmet vanilla bean marshmallows covered in milk or dark chocolate in four flavours: Milk, Dark, Sea Salt Caramel and Coffee & Creme.  
[baru.be](http://baru.be)



**MIENA'S ALMOND & PISTACHIO NOUGAT**  
Made in small batches with locally sourced fresh ingredients, the result is a unique and uncompromising soft Irish nougat.  
[mienas.ie](http://mienas.ie)



**FLOWER & WHITE RASPBERRY MERINGUE BAR**  
An under 100 calorie bar of raspberry-flavoured meringue coated in white chocolate and raspberry crumble.  
[flowerandwhite.co.uk](http://flowerandwhite.co.uk)

## NOUGAT, MERINGUE & MARSHMALLOW

Whether enjoyed on their own or incorporated into ice cream or other desserts, nougat, meringue and marshmallows are all timeless classic products which resonate with old and young alike. Especially marshmallows, which have undergone a gourmet-spin recently, with flavours like lime, elderflower and espresso martini currently popular with shoppers.



### FUDGE, TOFFEE & HONEYCOMB

Fudge, toffee and honeycomb are all categories that have benefited from a wave of premiumisation. While products containing low quality ingredients were once ubiquitous, nowadays consumers are on the lookout for fudge, toffee and honeycomb which feature authentic, well-sourced clotted cream, sugar, honey and milk.

While provenance and handmade credentials are winning over more and more consumers, it's the advancement and availability of more exciting flavours and options that has been cited as a key reason behind the category's resurgence. Now shoppers can find salted caramel fudge, sugar-free toffee and a myriad of other envelope-pushing products.

#### BUTTERMILK LUXURY FUDGE SELECTION

A gift box of fudge containing Caramel Sea Salt, Clotted Cream and Vanilla flavours, all crafted in Cornwall.  
[buttermilk.co.uk](http://buttermilk.co.uk)



#### BOOJA BOOJA TOFFEE STRUDEL TRUFFLES

Melt-in-the-mouth vegan truffles containing caramelised apple pieces, cinnamon and toffee.  
[boojabooja.com](http://boojabooja.com)

#### MIGHTY FINE HONEYCOMB MILK CHOCOLATE HONEYCOMB BAR

Light and crisp honeycomb which is made with honey and covered in a smooth and creamy Belgian milk chocolate.  
[mightyfine.co](http://mightyfine.co)



### SWEETS, LIQUORICE & GUMMIES

The soft confectionery market has undergone a vast – and healthy – transformation. While it was once a category filled to the brim with gelatin-laden sweets, there's now a plethora of producers making quality, vegan-friendly confectionery which is appealing to the younger, Generation Y consumer demographic.

However, some state that the sector still has some way to go. "With volume sales of sweets expected to continue to fall, the onus is on companies to encourage trading up within the category," says Emma Clifford, associate director of food and drink at Mintel. "The premium end of the market, however, remains underdeveloped – despite strong consumer demand – creating ripe opportunities for innovation in this area. High quality ingredients, sophisticated flavours, artisanship and provenance of ingredients can all play important roles in denoting a premium status."



#### SUGARSIN PROSECCO GUMMIES

Made with real Prosecco, these soft gummies are full of flavour and have a rich, juicy texture.  
[sugarsin.co.uk](http://sugarsin.co.uk)

#### ACME LIQUORICE LAB BLUEBERRY & WHITE CHOCOLATE COATED LIQUORICE

Made in Scandinavia and launching at Speciality & Fine Food Fair, black liquorice is coated in blueberry and white chocolate.  
[beyondliving.co](http://beyondliving.co)



#### BUCHANAN'S OF SCOTLAND IRON BREW PASTILLES

Soft, tangy pastilles bursting with flavour and made by one of Britain's oldest confectioners.  
[goldencasket.co.uk](http://goldencasket.co.uk)



### PRODUCER SPOTLIGHT



## MIRACLE MATCHA

Our new range of Fruitations' our air-dried orange wheels part dipped in our amazing zesty orange Belgium chocolate with the added benefits of our Miracle Matcha health mix-in and white Matcha tea. We take the finest oranges from Saville, finely slice them into wheels, and carefully air-dry them for over 18 hours before partially hand dipping them into our zesty orange milk (or dark Vegan) chocolate. These snacks are full of powerful antioxidants from our Matcha, with added fibre, protein and Omega 3 oil benefits from our Miracle Matcha Health Mix-in. Bursting with antioxidants, and packed full of vitamin C too these crunchy, zesty confectionery treats that come in 40g packs are only 172 kcals per pack and priced at a very tasty RSP of just £2.49.

[miraclematcha.co.uk](http://miraclematcha.co.uk)

# JOE & SEPH'S TASTE TOUR

*Adam Sopher, director of Joe & Seph's, showcases the prestigious popcorn maker's must-stock products*



## ● GOURMET POPCORN ADVENT CALENDAR

Introducing the world's first Popcorn Advent Calendar! Behind 24 festive windows you'll find 12 different flavours of award-winning, gourmet popcorn lovingly handmade in London. From Salted Caramel to Banoffee Pie, we've got something for everyone to make December the most wonderful time of the year!

## ● GOURMET POPCORN SHOP TIN

Our Popcorn Shop Tin is beautifully decorated with a quintessential Victorian shop scene and comes filled with six delicious snack packs of our award-winning gourmet popcorn.



## ● ESPRESSO MARTINI, PROSECCO & SALTED CARAMEL SAUCE

Since 2010, we've been renowned for making award-winning popcorn with our secret smooth caramel sauce recipe. Well, you can now enjoy our handmade sauce straight from the jar! Made with all natural ingredients, it's perfect for drizzling on ice cream, spreading on pancakes and home baking.

We have 10 different flavours of caramel sauce, but ones to watch are: Espresso Martini Caramel Sauce, which is made with fresh double cream blended with 5% coffee liqueur, vodka and a shot of espresso; our Prosecco Caramel Sauce, made with fresh double



cream and infused with fragrant Prosecco made from Italian Glera grapes; and our Salted Caramel Sauce, made with fresh double cream and flakes of sea salt.

## ● BANOFFEE, MINCE PIE & SALTED CARAMEL POPCORN

Festive flavours to watch out for this festive season are: Banoffee Pie, popcorn coated in our smooth buttery caramel, fresh double cream and banana; Mince Pie, popcorn coated by hand in our smooth buttery caramel mixed with brandy-infused fruit and almonds; and Salted Caramel, popcorn coated by hand in buttery caramel and flakes of sea salt – the most popular flavour in our range!



**great taste** **34** GREAT TASTE AWARDS

**JOE & SEPH'S**  
GOURMET POPCORN CHEF & CONNOISSEUR

SALTED CARAMEL GOURMET POPCORN  
*A marvellous combination of sweet and salty*

POPcorn WITH CARAMEL AND PEANUT BUTTER  
*"Creamy & Nutty."*

IN GREAT BRITAIN

**JOE & SEPH'S**  
GOURMET POPCORN CHEF & CONNOISSEUR

GOURMET POPCORN

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HANDMADE IN GREAT BRITAIN

**JOE & SEPH'S**  
GOURMET POPCORN CHEF & CONNOISSEUR

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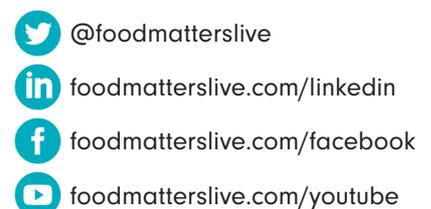


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[www.chocolette.com](http://www.chocolette.com)

Alex Tyumenin  
Managing Director

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Visit us at the Speciality & Fine Food Fair 2018 / Stand 1320