EXCITING PRODUCTS, LATEST TRENDS, EXPERT ADVICE

2023

CONFECTIONERY & CHOCOLATE BUYER

From the publishers of SPECIALITY FOOD



DELICIOUSLY DIFFERENT DRINKING CHOCOLATE

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WELCOME TO CONFECTIONERY & CHOCOLATE BUYER



Welcome to the 2023 edition of Confectionery & Chocolate Buyer. Beyond the counter, festooned with cheeses and charcuterie, and shelves lined with essentials, the cornerstone of any good fine food shop is 'goodies'.

Shopping in these environments should be a visual and sensory pleasure, with something to surprise and delight customers at every turn. Often, the reason consumers turn to delis, farm shops and food halls is for the dopamine hit they get from discovering fresh new products, and exciting brands they would never see in their local supermarket.

And this is especially the case with chocolate and sweets. While superstores largely concentrate on showcasing mass market household names, the independent retailer has more flexibility to buy smaller runs of interesting things from artisan makers...and can switch up and change their offering on a more regular basis, so there's always something to catch the eye.

Indies can invest in upward trends in the category, as predicted by statistics and research. For example, a section of consumers are showing more interest in the sustainability of their chocolate (where the beans are from, and whether they are ethically sourced). And there is evidence that they're being more savvy about how recyclable packaging is.

With more people looking to plant-based alternatives in their diet, vegan chocolates and sweets have become a real consideration. And then, there's the growing number of consumers with diabetes to think about, who are looking for great-tasting, lower sugar alternatives to allow them a little treat now and again.

In this edition we delve further into these trends, to aid you in your buying decisions, so you can continue to set your business apart. Enjoy.

Charlotte

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SWEET AND LOW

Tap into the growing reduced sugar markets with these innovative Swedish treats

Squidgy gummies bursting with tropical flavours. Zippy, mouth-watering sours. Smoothie-inspired chews infused with the essence of summer berries. Are you hungry yet? How about if we told you every single one of those taste sensations could be experienced in a collection of sweets that are not only made with natural colourings and flavourings, and HFSS compliant (containing 95% less sugar and 45% fewer calories than comparable brands), but packed with gut-friendly fibre?

Tweek Sweets was founded by a confectionery lover in Sweden, who knew only too well how challenging it can be to find lower sugar treats that pack a punch and deliver on flavour. Today, the brand's products have grown a huge following in the country, holding a more than 40% market share, and being enjoyed by diabetics, as well as candy fans seeking innovative, healthier new ways to enjoy a little sweet indulgence.

Available through UK wholesalers, Tweek Sweets' range (made with the highest-grade natural sweeteners) includes three 'hero' collections.

The bouncy Smoothie Chews are softer than the mainstream, sugar-added varieties, delivering a 'whoosh' of strawberry and tropical fruit flavours.

Fruit Fresh is Tweek Sweets' take on a traditional fruit gummy. Again, softer in texture, these colourful little bites pop in the mouth, with the juicy sensation of three scrumptious flavours – raspberry and strawberry, lemon, lime and mandarin, and forest fruits.

And no confectionery line is complete without a bag of lip-puckering sours.

Tweek Sweets' Fizzy Fusions mean your customers don't have to miss out on their fix of the retro classic. Refreshingly tangy, the assortment excites with the exoticly tantalising flavours of bubble gum, melon and cola.

Beyond these, the range also includes options for chocolate lovers - from the light and crispy chocolate-covered Corn Crunchers, to chewy Toffee Caramels, and the very unique Amazing Arrack foam sweets, smothered in chocolate.

With consumers thinking more now than ever before about sugar intake, now's the time to take stock of your sweetie selection.

Get in touch with Tweek Sweets to find out more about the entire range and upgrade your goodies for the 21st Century, helping you to reach even more customers.











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A LIGHTER TREAT

At under 100 calories without compromising on texture or taste, customers keep coming back for Flower & White products

Confectionery is often viewed as a guilty pleasure. Something to be enjoyed in a stolen moment. But the folk at Flower & White are here to help your customers 'step into the light', with their delightfully indulgent, and beautifully paper packaged treats – all naturally gluten-free and under 100 calories each.

Lovingly handcrafted in their state of the art Shropshire bakery with British sugar, free-range eggs, the finest Belgian chocolate, and all-natural colours and flavourings, Flower & White's innovative Meringue Bars are a lighter way for people to 'have their cake and eat it', offering a chocolate fix with a difference.

Flower & White fans tell them they like to keep a little stash of the bars in their desk draw as a pick-me-up. The perfectly portable treats are also finding their way into picnics and lunchboxes, prized for being the lighter way to enjoy sweet snacking with their melt-in-the-mouth middle and luxurious chocolate coating.

Flavours include the bestselling Raspberry Crumble (raspberry meringue in white chocolate), Salted Caramel (salted caramel meringue in milk chocolate), Lemon Meringue (lemon meringue in white chocolate), and Chocolate Crunch (chocolate meringue in dark chocolate).

Vegan meringue lovers will find their tastebuds tantalised too, by three new plant-based bars, in Orange Chocolate, Double M*lk Chocolate and Chocolate Dipped Strawberry.

They're all heavenly stocking fillers or 'me time' indulgences as the festive season draws closer, and are joined in the range by sister products including Mallow Bars, Meringue Kisses, Meringue Bites, and the Meringue Clouds which inspired founders Leanne and Brian Crowther to set-up Flower & White in 2009.

Passionate baker Brian found enormous joy perfecting different recipes and flavour combinations while caring for his and Leanne's young family as a stay-at-home dad. Keen to try his bakes on the public, Brian would sell at farmers' markets and local events, until a trip to France, where the pastel-shaded meringues illuminating bakery windows with their endless rainbow of colours, proved a lightbulb moment.

Flower & White's showstopping meringues, bursting with colour and happiness, have become a must-have for fine food retailers and farm shops across the UK, and paved the way for the Meringue Bars (launched in 2018), which have been an instant hit.









COMMENTATORS



GARY HUNTER
CHOCOLATIER



DEANNA TILSTON
CHOCOLATIER



CHOCOLATE THAT SUSTAINS

Consumers are becoming ever more savvy, often making purchasing decisions based on sustainability and elevated quality – especially when it comes to chocolate

Chocolate. It's surely one of life's greatest pleasures. Certainly that seems to be the case in western Europe which, according to Euromonitor, accounts for three quarters of global sales annually, alongside North America and Asia Pacific.

In an industry worth a whopping $100billion though, many have been left behind. Staggering statistics from Fairtrade estimate just 6% of the value of a chocolate bar goes back to the cocoa farmer.

But the tide is turning. Customers are increasingly putting their money where their mouth is, seeking more sustainable, ethical choices, with a ripple effect slowly but surely making a positive impact on cocoa growers around the world.

Deloitte's Sustainable Consumer research in 2022 marked out sustainable products and packaging, reducing waste in manufacturing, ethical working practises, reducing carbon footprint, and respect for human rights as key in purchasing decisions for nearly three quarters of those they surveyed.

Armed with this insight, fine food retailers who set their sights on artisan bean to bar chocolate brands with an ethical heart, will surely be making a move in the right direction.

The process is key

Chocolatier, pastry chef, and Barry Callebaut ambassador Gary Hunter (who recently opened a chocolate school in Norfolk) says great artisan chocolate begins with the farming process and husbandry. Chocolate makers need to ensure the pods are being cared for on the tree, and that the process of fermenting the beans is carried out properly – usually over six or seven days.

"The best chocolate," he says, "is dried naturally on big beds, and covered by a retractable roof at night to protect from moisture. During the day, the cover comes back, and the sun will do its work, with the beans constantly raked to get an even tan. Some plantations speed up the process, lighting fires under the plinths, but the smoke can get into the beans. Sometimes, if you taste certain American chocolate, there is a slight smokiness to it because of that process."

Cocoa beans are then graded. And this is where buyers and corporations come in. "They have to place a lot of faith and trust in the cocoa companies," says Gary. "They have to get to know their supplier and build that relationship. A retailer or chef should be doing that for every supplier, so they know exactly where their product is coming from."

Why artisan is better

"Bean to bar producers have really made the consumer think about the cocoa process and what they're eating," says Gary. "They've woken up the consumer to understand more about flavour profiles. Considering the cost-of-living crisis, people seem to be prepared to pay just that little bit more for something they wouldn't eat on a day-to-day basis, and savour and enjoy it. People are more aware of mass market, thinking about provenance and appreciating the nuances of good chocolate."

High quality chocolate tends to start out with better beans, says Gary. "Most artisan makers can go back to source and often name a single estate or plantation where their beans have come from. They know what they're buying, and what the flavour profiles are. And they have the experience to bring those profiles out."

Gary likens higher quality cocoa beans to fine wine. "You will get some really complex flavours coming through. That helps to make people really appreciate the craft of the chocolatier and the craft of the farm that produced the cocoa."

Three more factors setting artisan apart, Gary adds, are cocoa butter, emulsifiers and sugar.

He says large manufacturers tend to take away a percentage of cocoa butter, replacing it with other









fats such as palm or coconut. "It masks the flavour of the cocoa, and also dulls the snap and crack," Gary explains. "You want chocolate to slowly melt in the mouth rather than into a fudgy mass. It should have a really smooth finish, and cocoa butter plays a big part in that."

On the subject of emulsifiers, Gary says there's been quite a bit of debate in the chocolate world over the use of lecithin, and he encourages fine food retailers to seek out bars made without it. "It's used in some chocolate to bind the ingredients together. I applaud those that create bars without it in. It makes it slightly harder for them to go through the tempering process, but this is the challenge of chocolate, and it is well worth it, especially as lecithin is deemed to mask flavour.

"Another thing there's been a lot of research into is reducing sugar. It's something we absolutely need to do. Chocolate is well known for hiding sugar, but it also changes the flavour profile slightly. Less sugar gives more of a cocoa kick, which I personally love."

Chocolatier Deanna Tilston, who started her own chocolate company during a personal health journey, discovering that quality chocolate could be beneficial to her, says she has seen an increase in interest around lower sugar bars. "Lots of people are diabetic or pre-diabetic, or are just looking for ways to reduce the sugar in their diet. We make a 90% bar and it has been so well received! It does satisfy you more," she says.

On the topic of artisan, Deanna, who sources from small, ethically run plantations, says this decision benefits not only her customers, but farmers, and that this has to be the way forward. "With a lot of big chocolate brands you have no idea where they're buying their beans. They don't say on the packaging." She encourages retailers to ask makers more questions on sourcing, and also to check ingredients lists. "There shouldn't be a lot of ingredients in artisan chocolate. If there are, you're basically buying the chocolate equivalent of chicken nuggets – it will be over-processed, and we're hearing so much now about how ultra-processed foods are bad for us."

Echoing Gary's concerns over emulsifiers, Deanna says they're "not healthy for our gut. Big manufacturers put them in because they're good for their machinery, but they're not good for us!"

Tasting the difference

There are more than 600 flavour profiles in cocoa beans. That's more than wine. And this opens up a world of possibilities when it comes to artisan chocolate. For Gary, the 'Rolls Royce' of the cocoa world is the Criollo bean, which he says is "packed with flavour" but susceptible to disease. He points then to Forastero, which is more common, with a better yield. And to Trinitario – a hybrid of Criollo and Forastero, combining great taste with improved hardiness.

"Having said that, there are hundreds of different hybrids plantations are working on, trying to create the best yielding, healthy cocoa trees they possibly can. A lot of science is going on in the background."

Deanna adds that if you give two different chocolatiers the same batch of beans, much like artisan cheesemaking, the result will never be the same. Working with small batch growers allows Deanna to coax some very interesting profiles out of her beans, from notes of raisin and honey in those from a plantation in Belize, to sour cherry, figgy notes in a Haiti bar, and hints of peach in her Ugandan chocolate.

With most consumers' interaction with chocolate being limited to supermarkets, Deanna says sampling and doing tastings in-store with makers is incredibly important not just for sales, but from an educational perspective, encouraging shoppers to fall in love with craft chocolate. "Retailers need to take their customers on the journey. Once they taste the chocolate, they can register the difference, and the price point isn't a huge problem. It's a lot cheaper than a bottle of good wine and has so many health benefits."

She adds, "With craft chocolate the taste is so much better. It's not about gobbling down bar after bar for a quick fat/sugar high. It's about enjoying the taste of it and picking up on those flavour notes.

What's emerging in the chocolate world?

Gary says to pay attention to areas like Sao Tome and the Ivory Coast. "They've traditionally been consistently good for many years, but they still need a lot of support from consumers and chocolate companies to be able to ensure they are sustainable, there's no child slavery in the process, and there are ways to educate the communities and make sure the workers and their families have good healthcare.

"All that social stuff is really really important."

Gary adds that eastern Asia is producing some "cracking cocoa", and that with investment, India's cocoa plantations could be the ones to watch.

"If we can help them with their growing and harvesting process, they have distribution to rival most nations! If they focus on the quality of the cocoa in the next few years, it could be an area to take seriously."

Investment in emerging and existing markets is, adds Deanna, crucial to the continuation of the chocolate industry. "We have to be more mindful of so many things, like climate change, and disease, but also the fact many young people don't want to work on cocoa farms. They've seen that traditionally their relatives have lived in poverty all their lives. So they'll go to the cities to find work and make more money.

"We need people on the ground in the industry. If we can give a better price to farmers, the job becomes more attractive. And that is very important, I'm finding, with younger people. They're very interested in where their chocolate comes from, and that the farmers were paid a fair price."

SIGN OF THE TIMES

Look out for these accreditations and associations on chocolate, which show the maker is trying to work in a more sustainable and ethical way.

- **Rainforest Alliance:** The Alliance works with around a million cocoa farmers. The certification programme helps tackle deforestation, child slavery and climate resilience.
- **Fairtrade:** The organisation sets standards for companies that include paying a fair price to farmers, and it is invested in helping create good social, economic and environmental outcomes in cocoa growing regions.
- **Cocoa Horizons:** Founded by Barry Callebaut, Cocoa Horizons seeks to improve the livelihoods of cocoa farmers and their families, and to protect communities, nature and children.
- **Direct Trade Cacao:** A model in the industry where chocolatiers engage directly with farmers or cooperatives. This seeks to improve quality control, give farmers fairer prices, create traceability, foster good environmental working, and also to help preserve cultures and communities.

DELICIOUSLY SUSTAINABLE

Quality, sustainability, and people matter to certified B Corp Summerdown



JO COLMAN
SUMMERDOWN

Is there anything quite as evocative as the heady scent of freshly picked peppermint? Revitalising and vibrant, it makes an instant impact, and has the ability not only to root you in a moment, but to transport you back to treasured memories. Sharing a box of mint chocolates on the sofa with family on a frosty Christmas afternoon.

This unique quality is something the team at Summerdown never take for granted. Based on the Colman family farm in Hampshire, Summerdown dedicates around 100 acres to growing Black Mitcham peppermint. The beautiful, purple-flowered herb is renowned for being bright and aromatic. Once distilled, the oil is then barrel-aged for two years, where it's flavour develops and it's transformed into a magical minty elixir that finds its way into the brand's range of restorative teas and luxurious mint chocolates.

The Summerdown name is synonymous with quality. As a B Corp certified business, the brand prides itself on only working with suppliers and independent retailers who share its strong ethical and sustainable values. The family see themselves as custodians of the farm, proudly working with Fair to Nature to ensure 10% of their land is dedicated to biodiversity. This decision has a wide-reaching impact, generating healthier soil, and nurturing a plethora of bird and wildlife.

Each Summerdown product has been designed with this ethos in mind too – with particular care taken in sourcing the finest chocolate from Colombia, and not-for-profit organisation Cocoa Horizons, and with packaging becoming increasingly plastic-free.

Ahead of Christmas, Summerdown is pleased to launch free point of sale kits for fine food retailers, each including limited edition sleeves for the boxed chocolates, a hanging decoration, Christmas tree strut card, mini branded postcards to hand out and 500g of wrapped chocolates for sampling in store.

Jo Colman, head of sales and marketing at Summerdown, says, "We're excited to launch a beautifully designed Summerdown-themed Christmas kit, encouraging retailers to create impactful displays to showcase brands and products in their stores which have strong sustainable and environmental credentials, such as ours. Peppermint and Christmas have a natural synergy and so it was an obvious progression to design a festive retail kit which will help retailers shine a twinkling light on British food and drinks producers and generate a buzz around our busiest time of year."





THAT'S THE SPIRIT

Discover a world of modern new flavours from Anthon Berg

Anthon Berg has been synonymous with premium chocolate since 1884. Prestige runs through and through the brand, recognised by its elegant gold foil signature, and for partnering with premium spirits, which are encapsulated in its wickedly good luxury liqueur chocolates.



This year renowned confectionery distributor, World of Sweets, is proud to have joined forces with Anthon Berg, becoming its authorised UK partner supplier.

Fine food retailers will be well aware of the brand's signature foil-wrapped chocolate liqueur bottles, but Anthon Berg has undergone somewhat of a renaissance in the last two years, with additional product lines, streamlined packaging, and enhanced sustainability helping it reach a whole new audience.

Block and mini block formats bursting with spirit-infused fillings have joined the classic collection, alongside beautifully packaged single malt whisky liqueur chocolates, a 24pc mini-bar style gift box, a liqueur chocolate advent calendar, and even a range of cocktail-inspired chocolates, formulated for authenticity with leading mixologists.

"New for 2023 has seen Anthon Berg partner with the world recognised Southern Comfort brand," says World of Sweets partner brand manager, Chris Smith. "We're now stocking the chocolate blocks, and mini blocks, filled with creamy caramel which has been infused with Southern Comfort. We think they're going to be very very popular."

Ideal for your festive gifting selection, the sleekly packaged bars are also available in Cointreau, Remy Martin, and Licor 43 varieties.

Chris says he and the team are incredibly excited about the potential for Anthon Berg's cocktail liqueur chocolates too. "They're helping the brand to tap into a younger demographic. And they're true-to-recipe cocktails – Pina Colada, Mojito, Cosmopolitan, Lemon Drop, Vodka Mule and Espresso Martini – all made with recognised spirit brands. They taste just like the real thing!."

Sustainability is a key concern, especially for younger consumers, and is something Anthon Berg has invested seriously in, with new branding and packaging designed



to deliver on a modern 'shelf appeal' while considering the environment. "They've stripped away the plastic wrap, and now 98% of the range is plastic-free," says Chris. "This is a company looking to be more sustainable and ethical. A lot of research was done last year, and many customers said they didn't want the plastic window and they have better shelf impact with the latest re-designed pack formats.

"Also, by the end of the year, every product should be made with Rainforest Alliance certified chocolate."

World of Sweets offers multiple channels for retailers to purchase Anthon Berg products, across e-commerce via their retailer app and website, Hancocks wholesale stores and e-commerce website, and through its national accounts team.

Get in touch to find out how you can bring the spirit of the Danish brand to your shelves.





A TASTE OF TRADITION

Everything old is new again, so the saying goes. That's certainly true for old-fashioned sweets and desserts, which have soared in popularity this year. Consumers are seeking out moments of nostalgia and joy, and now is the time to tap into this increased demand, taking customers back to their childhood.

A potted history of British sweets

As you settle into the sofa with a handful of jelly babies, pause to think about just how far the confectionery industry has come. Humans (almost innately tuned to seek out anything sweet) have been revelling in the pleasure of candy for thousands of years – though the form it takes has obviously changed dramatically across centuries.

We know that ancient civilisations, such as the Egyptians, indulged in combinations of honey, fruits and nuts.

Fast forwarding, and the upper echelons of British society in Tudor times, inspired by merchants' bounty from the spice routes, would have revelled in sugar-filled banquets, drawing on flavours from exotic climes - comfits of spices, or nuts and seeds in sweet coatings.

With the very important abolition of the slave trade in the 1800s came new challenges for the burgeoning confectionery market. Alternatives to cane sugar (largely sugar beet) took off in Victorian factories, with the Industrial Revolution causing an explosion in production, bringing sweets to more consumers than had ever been possible before

By the 1920s sweets were a treat in many households, and after years of rationing following World War Two, they became affordable to almost all homes.

Liquorice

A huge favourite in the Netherlands, liquorice boomed in England in the 1760s, but was first introduced here in the 11th Century, likely by Crusaders or monks. Its purported medicinal properties saw demand grow, with apothecary George Dunhill of Pontefract creating chewy black discs using the root. Pontefract cakes are still made to this day and are a heritage pride of the county of Yorkshire.

Jelly Babies

Stories say these cute little jelly sweets were a happy accident, when a confectioner working in Lancashire messed up a batch of jelly bears he was working on. It was too costly to throw them away, so they were labelled as Unclaimed Babies, and later Peace Babies (to celebrate the end of World War One), before landing on the name we all know and love now. Did you know each baby has a first name? From Bumper to Baby Bonny.

Lovehearts

Who hasn't felt a flutter of excitement at being given one of these sherbetty sweets, embossed with the likes of 'Hot Lips'? They are a real favourite in the UK, starting life as a novelty filler for crackers. Today they are a staple of sweet shops, can be personalised, and are made in the aptly and brilliantly named Factory of Love.

Flying Saucers

How do you eat yours? Do you devour them in one, letting them melt in your mouth, or carefully prize them open and pour the sherbet on your tongue? Some sources say one of confectionery's kookiest, most interesting sweets might have started life in medicine, with the starchy shell used to hold





active ingredients, rather than a pill casing, making them easier for patients to swallow. They've been part of the sweet landscape in the UK for at least 70 years.

Wine Gums

They don't contain any wine, but didn't you feel grown up chomping on a sweet printed with the word Champagne or Claret as a child?

They were developed by Charles Riley Maynard's son Charles Gordon Maynard, and it took a while for Charles Jnr to convince his father the goodies didn't actually contain any wine. They say imitation is the greatest form of flattery. The sweets would go on to be copied by other brands globally.



> "The key to cashing in on the trend is to offer products that remind people of family holidays and fun. "Transport people back to the good old days"
>
> **HELEN MUNRO OF OCADO**

SELLING THE DREAM

Part of the allure of traditional sweets is the way they're merchandised. To make the most of them there are several devices you can use to catch your customers' eyes.

- Invest in bright, vintage-style branding across your range, that ties the collection together. Stripes, chequered prints and polka dots are all on trend, as are subtle, pastel colours that hark to a bygone era.

- Pile them high. One of the pleasures of picking out sweets is being almost too overwhelmed by the options. It should be a sensory overload of textures, colours, sizes, and varieties, from bulbous gobstoppers, to squishy mallows. Build your shelving to sit from floor to ceiling. Adding in a wooden ladder to reach the top levels only adds to the appeal.

- Sustainability is of constantly growing appeal to consumers. Try buying your sweets to be delivered in bulk in boxes, and decant into glass in store.

- Props and displays are everything. Beyond the shelves, how about adding a sweetie cart into your store (if there's space)? Use your team's creativity to switch up the display on a regular basis, pulling attention to seasonal products, or items that could do with a bit of love.

- Make sure free-from sweets and chocolates are clearly labelled, and have their own special section to make it easier for customers to find them.



A NOD TO NOSTALGIA

Individual boxes, jars, or paper-wrapped tubes of sweets have mass appeal in store and make fabulous gifts. But don't discount the power of the pick and mix. Provide a selection of beautiful, recognisable favourites, and invest in branded or delightfully-designed paper bags to give your customers a nostalgic thrill. Must-haves include coconut mushrooms, Fruit Salads, sherbet pips, flying saucers, cola cubes, pear drops, sherbet lemons, bon bons, rhubarb and custard, toffees, and pink shrimps.



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tintagelconfections.co.uk





A TASTE THAT'S DELICIOUSLY DIFFERENT

It's time to upgrade your drinking chocolate to wow your customers

While amazing coffee might be the backbone of any good café, to ensure you're really standing out from the crowd, you need some stellar supporting acts.

A selection of amazing cakes. Proper loose leaf tea. And, of course, creamy hot chocolate. There has been a steady rise in consumer interest in 'real' drinking chocolate in the past few years, fuelled, in part, by them seeking out 'treat moments' at home during lockdowns.

Kitchen counters suddenly began housing gadgets such as milk frothers, hot chocolate shakers, blenders and velvetising machines.

While they're still indulging at home, these very same chocolate lovers are back at their favourite cafes, tearooms and coffee houses, looking for an enhanced experience.

As Jeffrey Young, chief executive at Allegra Strategies, says, "Covid taught us coffee shops are the fabric of society." He adds that cafés have begun carving out niches in better hot chocolate as a result. "We're rediscovering what we lost. In the 1700s in London there were more chocolate houses than coffee shops."

Making a difference

One modern hot chocolate brand that's been front and centre of its revival is Cocoa Canopy, with its



signature chocolate beads, created by chocolatiers.

The business is a year into a fresh rebrand...but its original concept of quality, innovation, and delivering maximum flavour, remains core to everything the team does.

Cocoa Canopy's aim is to help its loyal and new customers (from cafes and farm shops, to restaurants, pubs and mobile caterers) elevate their drinking chocolate experience.

There are five hot chocolates in the range, which picked up multiple accolades this year, sweeping the board with recognition for every blend at the Farm Shop & Deli Product Awards, and with two products being named Great Taste winners.



Each blend is delivered in Cocoa Canopy's unique format – a tumble of wonky, shiny, deliciously crafted beads that captivate customers, who can see at a glance the craftsmanship that's gone into every single one. No two beads are the same, echoing the originality and uniqueness of the brand.

Cocoa Canopy products are made at the brand's Essex-based chocolate factory, using sustainable, traceable chocolate with Cocoa Horizons and Rainforest Alliance accreditation.

"We're all about the chocolate," says Cocoa Canopy's commercial planning manager, and self-proclaimed chocoholic Emma House, who is a passionate ambassador for the company, having been in the team for many years. With a background in retail, Emma understands the challenges customers face in 'standing out' in the market, and the need to create memorable food and drink experiences – which Cocoa Canopy is poised to deliver.

"We're not just taking one type of chocolate and putting a name on it," Emma says. "We have thought carefully about our blends,









combining different strengths and flavours of chocolate to make products that stand out, and they're simply delicious."

"Our chocolate is completely different to what you know," adds marketing manager Lize Gerritsen. "The chocolate beads are unique. Part of my role is building a bridge between our product and our customers, with the aim of making Cocoa Canopy the number one go-to on multiple touchpoints. Since the launch of our new website and positioning, we're smashing our numbers."

Creating memorable moments

Lize says Cocoa Canopy hot chocolate is an emotional experience, with a blend for every occasion. "So our Smooth Milk brings you back down memory lane. Milk & Dark is perfect to enjoy together with friends – everyone's favourite. Rich Dark is the one for 'me time' moments – where people want to spend time alone enjoying the taste mindfully. Ecuador Dark is that proper mood boost for a rainy day. And Salted Caramel reminds you of those sunny days. It is an all-year-round offer."

Emma reveals more about Cocoa Canopy's line-up, with every single blend having something different to say.

"Our Salted Caramel is 35% milk chocolate. We've worked very hard internally to come up with this profile. We taste tested the market and are super proud that our blend leaves no artificial aftertaste, just lingering flavours of muscovado sugar and buttermilk. It's a nice entry level on the cocoa scale.

"We then go up to Smooth Milk, which is really creamy and milky, with some caramel notes. It's our bestseller in Waitrose and is loved by all ages.

"Our 47% cocoa Milk & Dark has four different types of chocolate, two milk, two dark. It looks very attractive in jars on counters, and we often serve it at shows as it's a good starting point to understand customers' preference in cocoa percentage."

"Rich Dark combines two dark chocolates, balanced for sweetness, with a pinch of vanilla.

"Last, but not least, is our vegan 70% single origin Ecuador Dark. It's beautiful paired with oat milk, and my absolute favourite. Our vegan options are really popular with our café customers, as most offer both dairy and plant-based hot chocolates."

The beauty of Cocoa Canopy products is they're not only beautiful, but highly versatile, working in a variety of settings – be that a barista frothing the beads up with steamed milk, or bringing the craft to the table, allowing customers to create their own delightful moment of chocolatey mindfulness, by providing them with a dainty pot of beads, steaming milk and a whisk.

Cocoa Canopy is fully aware that consumers are ever looking for solutions to reduce waste and be more mindful of the environment. It is one of the only hot chocolate innovators to sell its products in compostable, plastic-free packaging, offering reusable display jars free of charge too. The team have just launched a new 900g bag for foodservice. "In keeping with our personality, and building awareness we've updated our foodservice packs to be eye-catching, on-brand, and with improved functionality," says Emma. "All our bags are personalised, showing off our wonky beads on the front of packs. They're so attractive – your eyes just go straight to them."

Find out more at cocoacanopy.co.uk, or taste test for yourself by contacting hello@cocoacanopy.co.uk, or 07476894260 for samples.

CHOOSING BETTER CHOCOLATE

The message coming through loud and clear from many consumers is that, when they are able to, they want to buy better, and support sustainability. Deloitte's most recent research found a third of customers seek out brands with strong sustainable and ethical credentials. Independent fine food retailers, sourcing from artisan producers, should be ever more aware of this when choosing chocolate to stock.



DELICIOUSLY DARK

Dark chocolate doesn't have to be bitter. And nothing exemplifies this fact more than high quality, sustainable varieties, sourced from bean to bar. The artisan makers of these types are usually sourcing the 'top of the crops' when it comes to cocoa, with the various nuances of the beans coming through loud and clear, from notes of berries and nuts, to floral essences.



TOSIER 70% TUMACO COLOMBIA 2020 HARVEST WITH COLOMBIAN COFFEE
An award-winning bar, crafted in micro batches, using the very best quality sustainably-sourced cocoa from the world's top 5% growers.
tosier.co.uk

WILLIE'S CACAO PISTACHIO & DATE
Free from sugar, this 100% cacao bar is crafted from Rio Maranon cocoa, conched for 21 days to capture its rare flavour. Studded with pistachios, dates and cashews.
williescacao.com





LAND 65% MALT DARK CHOCOLATE
Made with single source Honduras cocoa, paying farmers more than double the Fairtrade price. Gently flavoured with spent barley grain from Pressure Drop Brewery. Certified organic.
landchocolate.com

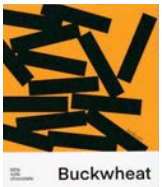
MARVELLOUSLY MILKY

Quality chocolate isn't just confined to the darker side. There are some fabulous milk (and plant-based milk) options on the market too. With their higher cocoa content, they bring a richness and superlative taste to this category, which is the traditional realm of mass market. Look for chocolate that sits between around 35% and 50% cocoa and the difference is clear. Pure indulgence.



SEED AND BEAN SEA SALT & ORANGE M*LK CHOCOLATE
A new flavour from the brand, made without dairy. Combining a pop of fresh, zesty orange, with a touch of sea salt. Organic, vegan, and sold in entirely compostable packaging.
seedandbean.co.uk

OCELOT TOASTED BUCKWHEAT DARK MILK CHOCOLATE
Creamy dark milk chocolate, made with Amelonado cocoa beans from a women's cooperative in the Eastern Congo, enriched with the nutty flavour of crunchy toasted buckwheat. Sold in plastic-free packaging, with compostable inner film. Certified organic.
ocelotchocolate.com





BARE BONES CHOCOLATE HONDURAS 60% MILK
A cocoa-rich milk chocolate with notes of raisin, fudge and double cream. Made from bean to bar in Glasgow using cacao from the XOCO Cooperative in Honduras' Copan region.
bareboneschocolate.co.uk

SOMETHING SPECIAL

Who doesn't love chocolate as a gift? But when it comes to treating loved ones, customers are often willing to break the mould and seek out products that a little bit different – to show they've put a bit more effort and thought in. There are some extraordinary, sustainably-made chocolates on the market currently, which absolutely lend themselves to this purpose. Some are infused with wild and wonderful inclusions, others are filled beautifully, and then there are the higher end chocolate novelties.



CHOCOLARDER WILD GORSE FLOWER 50% MILK

A truly innovative bar, with a hint of coconut, extracted by steeping gorse flowers foraged in Cornwall in cocoa butter. Cocoa is sourced from charity projects, with farmers paid above Fairtrade prices, and the chocolate is packaged plastic-free.

chocolarder.com

CHOCOLATE AND LOVE SEA SALT TIN

A stunning tin, filled with the most beautifully-wrapped mini chocolate bars in 71% dark, 65% dark with orange, and 55% dark with caramel and sea salt. Made with organic, Fairtrade beans direct sourced from cooperatives in Peru, the Dominican Republic, Panama and Madagascar.

chocolateandlove.com





COX & CO BEE POLLEN AND HONEY

A single origin bar, produced with 61% cocoa from the Luker estate in Colombia, blended with the flavour of natural honey, and a sprinkle of bee pollen. In plant-based, fully recyclable or home compostable packaging.

coxandcocacao.com



LUCOCOA CHOCOLATE GIANDUJA FILLED BAR

The brand knows all its suppliers and farmers, and pays above Fairtrade. It also prides itself on being free of 'nasties' and refined sugar. This bar is filled with chocolate hazelnut butter (made with 78% Ghana chocolate). It's 100% vegan.

lucocoachocolate.com

FRANKLY DELICIOUS 65% BLACKCURRANT

A young, exciting brand, working with ethical supplier Silva Cacao, to source beans from India, Madagascar and Togo. This 65% dark bar is speckled with freeze dried blackcurrants which balance wonderfully with the fruitiness of the cacao.

frankly-delicious.com





PUMP STREET CHOCOLATE COOKIE CHIP

A twist on chocolate in the brand's new packaging. House-made chocolate chip cookie dough baked until caramelised and embedded in Pump Street's bean to bar Ecuador Dark Milk chocolate.

pumpstreetchocolate.com

PRODUCER SPOTLIGHT

FATSO

Ethical, chunky, delicious, FATSO is the 'choc on the block' to watch! Setting the record straight that dark chocolate doesn't have to be boring and serious, FATSO is unapologetic with its big bites of dark chocolate, packed with awesome flavour combinations and uncompromising on ethics and quality. FATSO sources true, single origin Fino de Aroma chocolate from its farmer friends in Colombia, transforming it in the UK to bars full of character. Four big flavours, three vegan friendly combos, two sizes and 100% sustainable packaging. Join them in shaking up the world of chocolate, one chunky chunk at a time!

sofatso.com/wholesale hola@sofatso.com



SUSTAINABLE CHOCOLATE CHECKLIST

- **Does the supplier have accreditation from a recognised body such as Cocoa Horizons or Fairtrade, or is it trading direct with plantations?**
- **Is the brand free from palm oil, or choosing sustainable palm oil?**
- **Can the brand show it uses a supplier that works against child slavery?**
- **Can your supplier tell you more about the region, farm/plantation, producer of their cocoa?**
- **Does the chocolate include unnecessary additives? Why are they included?**
- **How sustainable is the packaging? Is it compostable/plastic-free?**

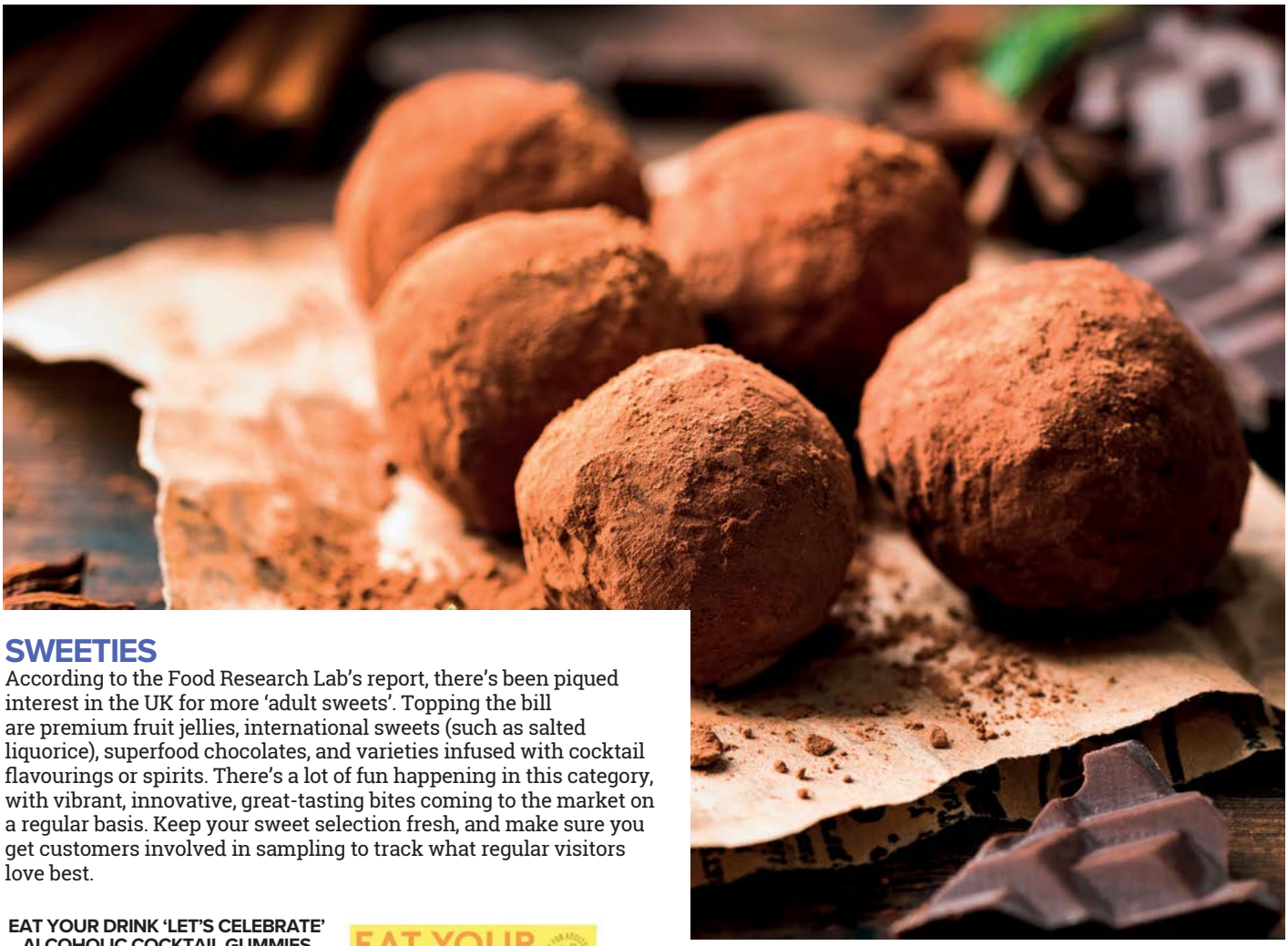


"Awareness of climate and environmental issues amongst consumers is greater than it is has ever been, and business has a vital part to play to continue to build ethical consumer confidence. It's a responsibility we take very seriously, with our goal to make it easier for consumers to make small changes that add up to tangible differences for our planet. How and where shoppers spend their money really does make a difference, and it is imperative that consumers are left in no doubt that their actions have a part to play in creating a natural environment we are proud to pass on to future generations"

CATHRYN HIGGS, HEAD OF FOOD POLICY AT CO-OP, SPONSOR OF THE ETHICAL MARKETS REPORT

PURE INDULGENCE

Though we're in a cost-of-living crisis, industry leaders and retail insiders have reported a drive from consumers towards the luxury market – perhaps swapping cheaper, more regular treats for something a bit special on a less frequent basis. With Christmas just around the corner, the opportunity to deliver exquisite, eye-catching, delicious candies and chocolates for these 'me time' experiences and gifting, shouldn't be missed.



SWEETIES

According to the Food Research Lab's report, there's been piqued interest in the UK for more 'adult sweets'. Topping the bill are premium fruit jellies, international sweets (such as salted liquorice), superfood chocolates, and varieties infused with cocktail flavourings or spirits. There's a lot of fun happening in this category, with vibrant, innovative, great-tasting bites coming to the market on a regular basis. Keep your sweet selection fresh, and make sure you get customers involved in sampling to track what regular visitors love best.

EAT YOUR DRINK 'LET'S CELEBRATE' ALCOHOLIC COCKTAIL GUMMIES

These adult gummies pack a punch with each one coming in at 5% ABV. Flavours include Elderflower Spritz with Thyme Sugar, and Paloma with Grapefruit sugar.

smithandsinclair.com





WALLY AND WHIZ QUINCE WINE GUM

Combines the aromatic flavour of orchard quince, with a coating of tart, zingy apple powder, for a perfect taste sensation.

wallyandwhiz.com

BARATTI & MILANO ASSORTED FRUIT JELLIES

A classic, ripe with real fruit, and 100% vegan. Flavours include Strawberry, Lemon, Bilberry, and Peach.

sacla.co.uk



THE WORLD'S MOST EXPENSIVE TREATS

- While it might not be the height of luxury, Cadbury's can say it's sold one of the most expensive chocolate bars on the planet. As a marketing ploy for the comeback of its beloved Wispa Gold in 1995, a gold leaf-covered bar was created, using the very best Madagascan cocoa beans. It fetched £961.48 at auction and became a fixture at Cadbury World in Birmingham.
- How's this for a gift? Swiss makers Delafee offer a Gold Swiss Chocolate Box. What they call a 'treasure trove of treats' presents eight chocolates, each decorated with edible 24-carat gold, and accompanied by a rare Swiss Vreneli Francs 10 gold coin.
- The most expensive truffle created was made by Dane Fritz Knipschildt and named La Madeline au Truffle. It was crafted with 70% Valrhona chocolate, sugar, fresh cream, vanilla, and truffle oil.

SOMETHING DIFFERENT

The joy of confectionery is its ability to surprise and delight, whether through intriguing flavour combinations, whacky formats, or quirky packaging. In the traditional gifting and party seasons, when most of us are short of time, a box of unique, sugary bites of loveliness can easily take the place of dessert. Customers can put together grazing platters of sweets, chocolates and coated nuts and fruit, varying texture, colour and size for a visual feast.

LAKRIDS BY BULOW CRISPY RASPBERRY

A new way to enjoy liquorice. From the brand's winter collection, a core of liquorice is spun in white chocolate, dusted in raspberry and encased in a crispy red sugar shell.

lakridsbybulow.co.uk





THE MARSHMALLOWIST AFTERNOON TEA CHOCOLATE TEACAKES

The essence of afternoon tea, whipped up into stunning, glossy teacakes – from Carrot Cake and Battenberg, to Raspberry Vicky Sponge.

themarshmallowist.com

LAVOLIO WILLIAM MORRIS DECADENT SPICED CHOCOLATES

A gorgeous tin, bursting with the highest quality Italian coated nuts, chocolates and fruit jellies. Perfect for sharing. Includes Spiky Almond with Cinnamon & Honey, Coffee Digestifs, and Pistachio & Chilli Chocolate.

lavolio.com



SALES OF **CHOCOLATE** ARE FORECAST TO **GROW** BY **13%** BETWEEN **2022** AND **2027** TO REACH **£6.66 BILLION**, PREDOMINANTLY **DRIVEN** BY A **RISE** IN AVERAGE **PRICES** PAID

51% OF CHOCOLATE **CONSUMERS** WOULD BE **INTERESTED** IN **PURCHASING** A **NEWLY** LAUNCHED **FLAVOUR**

MINTEL

TRADITIONAL

Roll up, roll up. The impact of nostalgia cannot be underestimated. The scent, flavour, or even appearance of confectionery can be enough to transport us back in time. To the bites of fudge enjoyed in a stolen moment with a grandparent. Coconut ice nibbled on a hot day at the country fair. Or raisins and nuts, tumbled in chocolate, and eaten hastily under the Christmas tree. It's well worth investing in a few products that honour tradition, hark back to days viewed through rose-tinted glasses, and bring customers a warm, fuzzy feeling.



CAMBROOK CHOCOLATE ALMONDS

Great for gifting. A jar of baked Californian almonds coated in salted dark, creamy milk, and rich white chocolate in small batches. Available in 110g or 220g formats.

cambrookfoods.co.uk

FUDGE KITCHEN COCONUT ICE

A plastic-free pouch of small batch made coconut ice, crammed with coconut, and real raspberries. Vegan, gluten-free, nut-free and egg-free.

fudgekitchen.co.uk



THE TOFFEE SHOP BUTTER FUDGE

A wickedly good tablet-style fudge, made by hand in brass pans, and cut into slabs. Simple. But divine.

thetoffeeshop.co.uk



PURELY PLANT-BASED

There are just under 4million vegans in the UK – and rising. Having a plant-based offering amongst your sweet selection could be key to luring them in store. From squidgy candy, to luxurious dairy-free bars, and retro nibbles that will take them back in time, we've brought together a pick and mix of what's trending right now.



PLANT-BASED SWEETS

Could non-gelatine sweets become the norm of the future? Increasingly alternatives such as cornstarch, carrageenan and pectin are being used by manufacturers as they seek to broaden the appeal of their confectionery. Far from being detrimental, often the results are just as good, sometimes better than their counterparts, with pectin especially giving a lovely jelly-like, squashy texture. Swapping some of your confectionery range for plant-based alternatives should widen your audience, with both vegans and vegetarians looking to satiate their sweet cravings.



CANDY KITTENS SHOX GOURMET SOURS
A carbon neutral, vegan and palm oil-free offering from the eye-catching brand, in sour strawberry and apple flavours.
candykittens.co.uk

JEALOUS SWEETS FIZZY FRIENDS
Vegan and gluten-free with no compromise on taste. These are made with real juice, and have a satisfying tang of grapefruit and peach.
thejealouslife.com





SWEET LOUNGE VEGAN FIZZY WATERMELON SLICES
A retro classic made with natural flavours and colours. These are not only vegan, but gluten-free and sold in plastic-free packaging.
sweetlounge.co.uk

GIFTING

As we slide into the cooler months of the year, thoughts inevitably turn to Christmas, and gifting options. It pays to be prepared with something for everyone, including those buying presents for friends and family who don't eat dairy. Look for products that are beautifully packaged, with a sense of luxury about them to make your free-from displays really pop.



KAKOA ULTIMATE PEANUT BUTTER TRUFFLES
Smartly presented in fully biodegradable packaging, seagrass is planted for every box sold. These award-winning truffles are super creamy. You'd never know they're vegan.
kokoa.co.uk

NOSHY TRUFFLES
Beautiful dairy, gluten and soy-free truffles, with no added sugar. In flavours such as coconut and coffee, are magically coated in edible rose petals.
noshy.com





MARTIN'S CHOCOLATIER FRENCH CHOCOLATE LIQUEURS
Everything about these boozy chocolates screams luxury – from the gorgeous barrel tin, to the whimsical foil wrapping.
martinschocolatier.co.uk

CHILDHOOD FAVOURITES

There's a real leaning towards anything retro in 2023. From old school desserts (think knickerbocker glory and banana splits) to those old-fashioned penny sweets, dosed into paper bags. The likes of nougat, toffee, fudge and mallows all sit nicely in this category, and great strides have been made in crafting products for vegans and vegetarians. Novel and innovative, these artisan goodies are something to stock and shout about to push home your fine food store's point of difference.



SLAB VEGAN FUDGE CHOC TOFFEE
Slab's vegan fudge is made by hand in small batches, and packaged in biodegradable bags with recyclable sleeves. This double layered flavour is crafted with natural flavourings, including real Belgian chocolate.
slabfudge.co.uk

JEAVONS BANANA TOFFEE
From a small carbon neutral factory based in East Sussex, these lovely toffees are pan cooked for a traditional chew. A traditional taste, for the modern sweet connoisseur.
jeavonstoffee.com





FREEDOM MALLOWS MINI PINK AND WHITES
The Lancashire-based confectioner's products are proudly vegan, and free from gluten, nuts and soy. Pop these in your baking section or alongside your hot chocolate selection.
freedommallows.com

PRODUCER SPOTLIGHT

BOOJA- BOOJA

New flavours, new formats and new designs are all on offer from multi award-winning chocolate company Booja-Booja this season. Booja-Booja chocolate truffles are not only utterly delicious, they've won more than 110 awards and are made from simple, natural, organic ingredients. They're also 100% dairy, gluten and soya-free, so can be enjoyed by just about everyone. The Winter Collection is the company's first ever seasonal festive product, containing popular favourites alongside irresistible new truffle flavours Yuletide Spice, Cherry Bakewell and Salted Caramel Mocha. Also new are Chocolate Truffle Loglets - extra long chocolate truffles, rolled in rich chocolate flakes - two stunning new Gourmet Selections and two luxuriously indulgent rigid gift boxes, perfect for high-end gifting.
sales@boojabooja.com boojabooja.com



14% OF **CONSUMERS** IN THE **UK** FOLLOW A **MEATLESS** DIET
MINTEL

51% OF PEOPLE FOLLOWING A **PLANT-BASED DIET** IN **2023** BOUGHT VEGAN **CONFECTIONERY**
STATISTA

SETTING THE BAR

Apparently the average Brit consumes just under 200 chocolate bars a year. They are one of the ultimate snacks on-the-go. Adding some individual and sharing plant-based bars to your selection is a step in the right direction, particularly if you put sustainability and ethically-sourced cocoa at the forefront of your buying decisions.





FIRETREE SOLOMON ISLANDS MAKIRA ISLAND 75%
Made with single-estate cocoa from some of the world's rarest cocoa beans, this dark, rich bar has notes of grapefruit, raisin and caramel.
firetreechocolate.com

NOMO COOKIE DOUGH
A gold award winner, this 150g sharing bar fills smooth, creamy dairy-free milk chocolate with a crumbly, sweet cookie dough centre.
nomochoc.com





GNAW OAT MI!K CHOCOLATE
All the richness of dairy chocolate, but totally plant-based, plastic-free, and made with sustainable cocoa from a family farm in Colombia. There are five flavours in the range.
gnawchocolate.co.uk

SWEET AND LOW

They say a little bit of what you fancy does no harm. However, for many people, this is not the case. While some are able to curb their sugar cravings, following a balanced diet, for others it isn't so easy - and over 60% of British adults are reportedly obese. HFSS regulations brought in in 2022 were created to move high fat, salt and sugar products away from grab-and-go areas to help tackle the issue. Smaller independent fine food retailers are largely unaffected, but stocking a range of lower sugar or even no sugar products is a good way to let your pre-diabetic and diabetic customers, as well as anyone else watching their waistline, know that you're thinking about their needs too.



LOWER CALORIE CHOCOLATE

Chocolate bars are a go-to for most sweet-toothed folk, but they can be absolutely packed with sugar. In fact, the average bar regularly comes in at around 50% sugar content. Help your customers have a 'treat moment' by seeking out bars that deliver on flavour and a melting mouthfeel, while cutting down on calories.



PURE HEAVENLY DARK CHERRY

This bar ticks a lot of boxes, being vegan, and free of gluten, soy and palm oil, with less than 1% sugar per 85g bar, and the benefit of added prebiotic fibre.

pureheavenly.com

WIZARDS 0% CHOCOLATE MINT

A sugar-free bar that's high in fibre, and made with 100% sustainable, traceable cocoa. With a short ingredients list, this is one of the purest chocolates of its kind on the market. The packaging is fully recyclable too.

thewizardsmagic.com





MELT CHOCOLATES SUGAR FREE HAZELNUT

Made in small batches in Notting Hill, London, these bars are gorgeously packaged, and have a lovely milky chocolate taste. Completely plastic free.

meltchocolates.com



"Living with obesity or being overweight is a significant risk factor for developing type 2 diabetes. It's therefore vital that the healthy option is the most affordable and accessible option for everyone - but a broken food system means this is often not the case. Reformulating food and drink to reduce sugar levels would make it easier to eat more healthily without paying more, as seen by the enormous success of the Soft Drinks Industry Levy (SDIL), which has reduced sugar intake across all socio-economic groups without leading to a fall in sales"

HANNAH POLL, SENIOR POLICY OFFICER AT DIABETES UK

SWEET TEMPTATIONS

Take your customers back to childhood by offering a mixture of lower sugar candy and confectionery that sparks nostalgia, without causing an energy spike. There are lots of products in this category, and their availability is growing rapidly, likely due to HSFF regulations.

From delightfully-shaped gummies, to bon bons, tongue-tingling fizzies, and even caramels, toffees and fudge - there's something for everyone.



SMART SWEETS FRUITY GUMMY BEARS
Lower in sugar than conventional gummy sweets, these have only 4g per bag, and they're gluten free too. Juicy with the flavours of peach, raspberry, apple and lemon.
smartsweets.com

DIABLO SUGAR FREE CAPPUCCINO AND CREAM SWEETS
Sugar free, with less than 13 calories a pop. Real butter and cream gives these a lovely mouthfeel, with a satisfying hit of coffee flavour.
diablosugarfree.com





TWEEK SWEETS SMOOTHIE CHEWS
One of Sweden's leading lower sugar brands, these contain 95% less of the sweet stuff than similar products, and are higher in fibre too. In a strawberry/wild strawberry, and tropical fruit flavour.
tweeksweets.uk

AIM TO PICK OUT **CONFECTIONERY** THAT **ALIGNS** WITH YOUR STORE'S **ETHOS**. MANY **BRANDS** NOW HAVE FULLY **RECYCLABLE**, OR EVEN **COMPOSTABLE**, PACKAGING, ARE **VEGAN**-FRIENDLY, AND CRAFTED WITH **NATURALLY-DERIVED SWEETENERS** SUCH AS STEVIA, MALTITOL, ERYTHRITOL AND XYLITOL

SWEET SOMETHINGS

With gifting opportunities throughout the year (from Christmas, to birthdays, Mother's Day, Father's Day and more) it makes sense to have a few lower sugar options on display, so that you're truly catering for everyone.

TRUEDE NO ADDED SUGAR MIXED TURKISH DELIGHT
These naturally flavoured and coloured delights (in rose, lemon, orange and mint) are handmade by artisans in Istanbul. The only difference is they're sugar free.
truede.com





YUM YUM TREE NO ADDED SUGAR CHOCOLATE ORANGE FUDGE
A crumbly, low-sugar fudge, made with naturally-derived Norwegian birch sap, and all-natural flavourings at the family-run factory.
yumyumtreefudge.com

THE POD SUGAR-FREE PRALINE FINGERS
The Pod's chocolatiers are renowned for their sugar-free products, and these are the ultimate indulgence, combining Belgian milk chocolate with hazelnut praline. Made in small batches with natural ingredients and sold in fully recyclable packs.
thepodchocolates.co.uk







SOMETHING SWEET... FOR EVERYONE



Fear of missing out (FOMO) is real, especially for those following strict diets for their health. But The Skinny Food Co has solutions to help them enjoy treat and snack moments without compromising on flavour

Everyone deserves a treat. Something that lifts their mood, giving their day a little boost. This is the mantra that sits at the core of The Skinny Food Co, which has just launched a range of chocolatey goodies.

It's difficult to believe that, with 500 products in its stable, the brand was created only five years ago. Today, The Skinny Food Co's lines, across multiple categories, are available in major retailers all over the UK. But its founders, Wayne Starkey and James Whiting, found their initial inspiration much closer to home.

They saw first-hand the struggles family members with diabetes went through, trying to adjust their diets, often sacrificing many of their favourite foods along the way.

The duo were adamant something could be done to adapt the everyday products they knew and loved, so nobody would have to miss out at mealtimes.

From small beginnings, with gluten, fat, dairy and sugar-free sauces, today The Skinny Food Co's range includes zero calorie/zero sugar syrups, high protein and low carb alternative pastas, and a variety of skinny snacks.

The dealbreaker for diabetics, or anyone following a low sugar diet, is usually chocolate. Nothing can compare to the smooth sensation of cocoa as it melts in the mouth. The Skinny Food Co has made it a mission to craft a variety of chocolates that deliver a treat experience, without the guilt.



Every product in the new Chocaholic range is low in sugar, low in calories, gluten free, and palm oil free. From bubbly bars, to crisp-coated drops, and smooth, chocolate-covered nuts – there really is something for everyone, with an alternative for most of the UK's best-loved chocolate snacks.

"It's very easy to reach for a chocolate bar when you fancy something sweet," says Amy Parker from The Skinny Food Co's marketing team, "but they contain a lot of sugar. James and Wayne have focussed a lot of their energy developing the Chocaholic range, so that it can satisfy those cravings without the sugar rush.

"A lot of people use our products when they're trying to diet. We recently had a personal trainer in our office as a guest. They gave the statistic that it would take two hours to burn off a traditional chocolate bar in the gym. We were really shocked. We find many of our customers are trying out the new chocolates as a way to have a little something without ruining their hard work."

The new line includes Chocaholic Coated Peanuts (with 90% less sugar on average than regular chocolate nuts), Chocaholic Buttons (at 99 calories per bag), Chocaholic Chocolate Drops (with 90% less sugar on average than the leading brand), and Chocaholic Chocolate Malt Balls (with 84% less sugar than the leading brand).

"Those are amazing," says Amy. "They really do just melt in your mouth. They're such a treat."

Coming soon, just in time for Christmas, is a selection box, ideal for tucking into stockings, or festive gifting opportunities.

"Our key message," Amy adds, "is that there is something for everyone, and they really won't have to miss out!"

The Skinny Food Co ranked 22 on the FEBE Growth 100 list for small and medium enterprises this year – a testament to its achievements.

Amy says, "We're really proud also to have celebrated our fifth anniversary of bringing zero calorie sauces and irresistible snacks to the market, revolutionising the way people enjoy food. We've processed over 1.3 million orders, sold over 10 million bottles of syrups and sauces, are reaching more than 300,000 followers on Instagram, and as well as our 500 current products, we have many more in the pipeline."

Contact The Skinny Food Co directly on 0115 934 6767 or via theskinnyfoodco.com to discover the full range of products, and to hear more about bringing the new Chocaholic line to your store.

OUR NEW SQUEEZE



We've gone to all four corners of the world to find the best ingredients
and handcraft these into the most delicious snacks
for you to discover.

THE WONDERFUL WORLD OF FOREST FEAST



Get your chocaholic fix,

GUILT FREE.

Our customers **love us!**

★★★★★ Trustpilot

The SKINNY Food Co.®

SKINNYFOODCO.COM

@SKINNYFOODCO