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# CONFECTIONERY

## & CHOCOLATE BUYER

From the publishers of  
**SPECIALITY FOOD**



# SERIOUSLY GOOD CHOCOLATE

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"MY LIFE IN CHOCOLATE"

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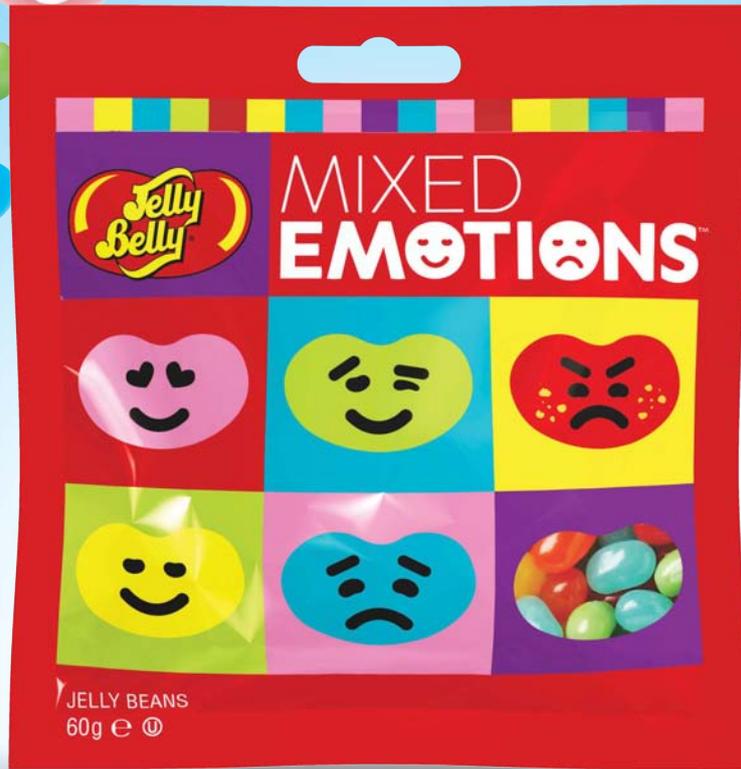


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TALKING ETHICS

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# WELCOME TO CONFECTIONERY & CHOCOLATE BUYER



**W**elcome to the latest edition of *Confectionery & Chocolate Buyer*, the annual focus on all things sweet from the publishers of *Speciality Food*.

This subject is particularly interesting to report on, not least because of the constant stream of forward-thinking producers entering the market. Taking their inspiration from around the world, these inventive producers aren't just affecting what you put on your shelves; with every innovation comes increasing consumer open-mindedness and demand, so it's well worth stocking a newfangled confection or two to tempt your customers to take a step outside the familiar and try something new.

Having said that, tradition will always play a huge part in the confectionery market. Sweet treats like toffee and fudge are ever-popular with older generations and younger shoppers with old-fashioned tastes, and it's in products like these that the quality of the ingredients used can shine. Confectionery made using simply the finest sugar, butter and cream will always be delicious, and will always fly off the shelves – not least if it's been made by a local producer. Look out, though, for traditional ingredients with contemporary twists, and those with free-from credentials to really make your classic confectionery offering shine.

It's clear to all that free-from is huge and therefore a necessary consideration when stocking confectionery, but have you thought about looking into the ethical side of the industry? There are a number of producers proud to support the Fairtrade cause, among others, so spend some time doing your homework and you'll come across some fantastic-tasting products which will give you and your customers the feel-good factor. Discover what's out there on page 8.

Once you've got your stock sorted, it'll be time to think about how to get it flying off the shelves. We've spoken to highly successful retailers to find out how they display their stock to best effect, and to gather their most valuable advice to help you do the same. See what they have to say on 6.

We also catch up with William Curley, patissier and chocolatier extraordinaire, and passionate advocate of quality as king. He tells us how he came to be at the top of his game – from falling in love with all things sweet as a child to cutting his professional teeth at revered institutions like Gleneagles and The Savoy – on page 4.

Last but not least, you'll find a number of profiles of some of the very best producers around today. From one-stop-shops for all things trending to new faces and those making waves in the world of ethical confectionery, we've got the market covered.

Holly

holly.shackleton@aceville.co.uk

#### Editor

Holly Shackleton 01206 505981  
holly.shackleton@aceville.co.uk

#### Deputy Editor

James Fell 01206 505971  
james.fell@aceville.co.uk

#### Group Editor

Charlotte Smith  
charlotte.smith@aceville.co.uk

#### Group Advertising Manager

Sam Reubin 01206 505936  
sam.reubin@aceville.co.uk

#### Senior Account Manager

Aaron Northcott 01206 505934  
aaron.northcott@aceville.co.uk

#### Account Managers

Samantha Giles 01206 505240  
samantha.giles@aceville.co.uk

Jessica Stevenson 01206 505901

jessica.stevenson@aceville.co.uk

#### Art Director

Lee Whiteford  
lwhiteford@btconnect.com

#### Accounts

Sue Carr 01206 505903

#### Subscriptions

01293 312188  
specialityfood@subscriptionhelpline.co.uk

#### Publisher

Helen Tudor 01206 505970

#### Published by

Aceville Publications Ltd, 21-23 Phoenix Court,  
Hawkins Road, Colchester, Essex, CO2 8JY

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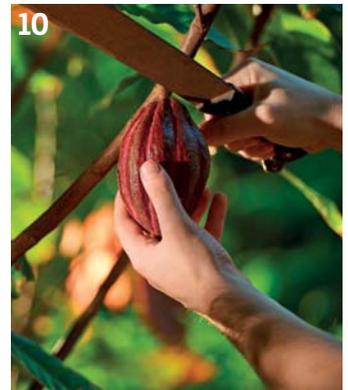
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WILLIAM CURLEY  
PATISSIER CHOCOLATIER



I was brought up on the east coast of Scotland, in Fife, and like most kids had a bit of a sweet tooth. My granny's a bit of a baker, she worked at private houses when she was younger, and I was very much inspired by her. I've always done a lot of cooking and baking, and we used to bake together when my sister and I were shuttled to her home on the weekends. We used to make tea cakes, madeira cakes, swiss rolls, jams, chutneys... it was a very full-on kitchen with pots and pans steaming and all manner of things coming out of the oven. She used to host lots of high teas, which were pretty working class but very grand in their own little way. There was a whole ethos of enjoying food which was ever-present when I was growing up. My parents were great home cooks, but it was primarily my granny who inspired me to do what I do today.

I left school with no real direction, like most boys when they're 15/16, then went to a technical college where I took cooking classes. I really enjoyed it; we made things like coconut bars, meringues and nougat – it was a very different world for me, because it had a sense of professionalism about it. We even used to sell what we made during our afternoon coffee break so the college could recoup the cost of the ingredients – colleges probably don't do that kind of thing in this day and age due to health and safety, but it gave us all some great selling practice and valuable feedback. I then worked part-time in a local restaurant before working as an apprentice at Gleneagles Hotel, where I gained a real grounding in chocolate and patisserie among other things. I became obsessed with Michelin-starred places and wanted to work at a three-starred restaurant in France but couldn't get a job there, so moved to Belgium to work for a season at a three-star establishment and later worked in London and with Raymond Blanc at Le Manoir, before getting a scholarship to work at a three-star restaurant in France. It really opened my eyes, because in those days you couldn't do an online search to gather inspiration and ideas – you were very reliant on books and newspapers, and seeing things in the flesh. I gradually started to want a new challenge away from the static structure and techniques of Michelin-starred restaurants, and started work at The Savoy as the youngest head patissier, aged 27. I was used to producing all sorts



## A TASTE FOR THE FINER THINGS

*William Curley, one of today's most renowned patissiers and chocolatiers, talks home cooking, Michelin stars and setting yourself apart*

of breads, pastries and desserts, but this was an entirely different beast – I was producing fine patisserie for banquets of hundreds of people, huge numbers of afternoon teas and over 20 members of staff to be looking after. That was my career until I decided that I wanted to go it alone and set up my own business.

I opened a shop in Richmond and then in Mayfair, Belgravia and Harrods. In time my investor and I parted ways, and I'm now focusing on my shop in Harrods. If I had my time again I would probably try to work in some shops in France as I'm sure I could gain some truly invaluable experience there, but I'm excited to be part of an association of patissiers and chocolatiers with small businesses in France, real masters like Pierre Hermé, and through that I've been able to interact more with other producers. I've been inspired by this to allow my staff to travel to gain professional experience – they'll spend a couple of weeks or a month in France, for

example, and come back even more inspired and skilled.

It's all too easy for confectionery shops to become generic, and that's a real shame. There needs to be a story behind the business and its products. I talk about where the beans have come from and the flavours in the chocolates that I sell, and spend a lot of time training my staff to tell our story. The product always comes first for me, but there are plenty of food businesses who put their branding ahead of the taste and quality of what they're selling.

The most important thing to me is to use the very best ingredients. Of course this will increase the price of the products you're selling, but I want the few hundred people I'm selling to every day to have the very best experience, and they can only do that if I've used the very best ingredients. I'm very stubborn with what I want to do and what I want my brand to become, and I look at some other businesses and wonder why they decided to

compromise. It's one of the most important lessons I've learned from the amazing chefs I've worked with – to never compromise on the quality of the elements which make up your final product. By using ingredients which are in season and from small-scale producers who are based locally to you, you're making an investment in your business as people are willing to spend a little bit more if what they're buying is better quality and more enjoyable.

If you can be inspired by your local area and support the other businesses around you by working with them to create your product, that's a wonderful thing. Wherever you are based, there will be locally-produced foods around you which can make your final product even more special. In my case, I've taken inspiration from across the UK – especially Scotland – France and Japan and brought them to London. I'm proud to sell Scottish shortbread and Dundee cakes and maintain that connection with where I grew up. Seasonality is another way you can add personality and connection to your business. When I worked in restaurants we used to make desserts with strawberries in December, purely because people were of the mindset that if they're in a fine dining establishment and want strawberries in the middle of winter they're going to have it, but that's changed. People now see seasonal produce as a treat as it has an air of exclusivity; to use something out of season is now looked down upon within the industry, like it's lazy.

The media has done a great job of educating consumers so they understand more about what to look out for when they're shopping for food, and how to differentiate between a great bar of chocolate and a mediocre one. I sometimes feel like I'm pushing against the tide with regard to big multinational brands, but they're also starting to push their stories – they have so much money to spend on this that while on the one hand it's helping to spread the word and educate consumers about things like Fairtrade, it's also making it increasingly difficult for smaller producers to stand out. This offers an opportunity to these businesses to really think about what makes them unique, something they can shout about, to gain the recognition they deserve.

**William Curley's latest book, *Nostalgic Delights*, published by Jacqui Small, is out now.**

“ Businesses have an opportunity to really think about what makes them unique, something they can shout about, to gain the recognition they deserve ”



# CHOCOLATE COUNTER MASTERCLASS

*There's an array of display, visual merchandising, sampling and selling techniques that can boost your chocolate-selling power. Here, shop owners share their retailing recommendations*

**Lucy Elliott, creative director and chocolatier at Creighton's Chocolaterie in Bedfordshire, gives us the low-down on creating an inimitable chocolate shopping experience:**



"Our store is our showroom – it is filled with our full range of chocolate bars, lollipops and gifts that are made entirely on-site. It is also the only place you can purchase our range of boxed chocolate truffles, plus exclusive in-store specials. In the summer, we also sell ice cream. Our retail range is available from many stockists across the UK,

but our store is unique as it stocks absolutely everything. It's also a great platform for us to test out new ideas on the public before we offer it to the trade.

"We recently invested a lot of money and time into a shop refit, which was long overdue. We had a special display cabinet commissioned and gave the whole shop interior a fresh look with lots of white paint to act as a background for the seasonal product displays that we do. I've worked in retail for over 10 years now, so I know you've got to work really hard to get people to notice what you want them to buy! Posters, slogans, clever lighting and colour all play a part. We have peg boards for prices which always catch the eye and a lightbox with interchangeable letters for

quick information. I don't have mega amounts of time to spend decorating the shop window every month, so I rely on big display posters and easily-changeable displays that I can rely on the team to keep on top of.

"I have to use as much of my judgement as I can to recruit team members that show both a genuine interest and enthusiasm along with practical skills. Luckily, many people have a special enthusiasm for chocolate! I try to be in the shop on a daily basis – even when I'm not working – so that I can answer questions from the staff in person. I also make sure that I keep the shop team in the loop with all the work we are doing on new products so that they can get excited and have an input in their creation.

"We don't have blanket sampling

all day every day as I've learnt that it gets abused by those not willing to shop. Instead, we offer samples out to regular customers of new things we are trying so they feel involved with a local company and give us some valuable feedback. I will place samples on the counter if I want to quick-sell a line or if we have broken products as it does uplift sales."

**Paul A Young, one of the most celebrated names in modern chocolate-making today, explains the importance of an alluring and constantly-rotating offering:**



"We have three stores and each one is different-looking. We've opted to not having a consistent shop fit, so the first thing that people think when they walk into each store is that they're different. Each shop has different sections – we divide them into: chocolate bars, baked items like brownies and shortbread, a truffle collection, a wrapping and packing area, gifting

“ We aim to stock products that in the main are not in the supermarkets – products that exude quality and the unusual. We want customers to find gifts that make their recipient feel extra special. We don't just sell confectionery; we provide a service. We aim to help people make choices and create a gift, rather than just bagging a sale ”

SHARON LONGCROFT, CO-OWNER OF SWEET FINK IN BOROUGHBIDGE

ideas, and a baking area for people looking to buy baking chocolate and hot chocolate. The difference between us and every other chocolate shop is that we don't have anything behind glass or refrigerated. It's all fresh and has a short shelf-life, meaning shoppers select their individual style box of chocolates and get that little bit more theatre when they pay us a visit.

"We do as much as we can to theme the windows appropriately for the time of year – key times are Easter, Valentine's Day and Christmas. The first thing visitors see are the handmade chocolates, and we put a lot of them out so it's immediately quite striking and visual. We ensure there are lots of different textures and colours as you really need to make it sparkle.

"Training is essential. We change products every six weeks, so we're constantly focusing on new flavours, the quality of the chocolate, the ethos of the chocolate, origin, blend, ingredients used and how we make them. This is interesting for the whole team, whether you're in production or sales, as it's ever-changing. We don't just stick with

**TOP DISPLAY TIPS**



**Claire Burnet, co-founder of Chococo, shares some valuable visual merchandising advice that she has gained when running her Chococo Chocolate Houses**

**PRODUCT**

Having well-designed and packaged products is important. Over the years we've worked closely with design companies

one collection which is what a lot of chocolate shops do – I think that's a mistake.

"If you go into a chocolate shop and staff aren't giving out samples, then they're doing the shop a disservice – it's one of the best things you can do. The return always exceeds the investment. If your chocolates are good, the quality is good and the reason you're giving out your chocolate is to educate your customer and treat them, you absolutely have to do it."

on our packaging and have created a strong visual identity that our customers recognise and that we are really proud of.

**DISPLAY UNITS**

Good display units and props are important. You don't have to spend huge amounts of money on them, as we've found when setting up each of our Chocolate Houses – well-made units that allow you to play with the space that you display the products on are really effective.

**POINT OF SALE**

Relevant and eye-catching point of sale materials are good props that

can help to create a vibrant display. We use little wooden clipboards with POS leaflets attached to them to highlight certain product lines and to provide simple but essential information on the products for customers.

**BALANCE**

When you are merchandising it's so important not to oversaturate your customer's eyes. Too much and it will look busy, too little and it won't be interesting. Always think about balancing the urge to get your product out on sale and making an attractive display that will engage customers and get them buying.

PAUL A YOUNG'S TRUFFLE COLLECTION



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# CHOCOLATE WITH A CONSCIENCE

*From Fairtrade and organic to bean-to-bar and raw, we help you navigate the world of ethically-sourced chocolate*

**A** conversation with a chocolate-buying consumer isn't the same as it used to be. The chief concerns have flipped from the colour of the chocolate or whether it comes filled with caramel or hazelnuts and raisins to the origin of the beans and if the bar has single estate credentials. "The general public now know the terms, what the percentages mean and the language of chocolate, and are wishing to find out if it's sustainable and whether the growers are getting the right money," says chocolatier Paul A Young. "They're willing to spend a little bit more on good quality and now know what good chocolate is. It's not just milk, white and dark any more – and this is really fantastic for the industry."

Recent research by Mintel shows that chocolate lovers' interest in ethical products remains strong, with 17% of new products claiming some sort of 'ethical-human' positioning, either Fairtrade, Rainforest Alliance or other ethical trading certification. Although still a small part of the category, accounting for less than 6% of global new product introductions in 2016, launches of chocolate confectionery with an organic claim increased 6% between 2014 and 2016. "Providing organic cocoa is proving to be a challenge for the industry," says Marcia Mogelonsky, director of insight at Mintel Food and Drink. "In order to satisfy the growing demand, it will become necessary for more cocoa growers to switch to organic farming methods. As interest in healthy sweets continues to rise, the availability of chocolate that offers organic or all-natural positioning will be desirable as consumers look for more better-for-you options."

## B Corp brands

One sought-after certification that shows businesses are meeting the highest standards of social

and environmental performance, accountability and transparency is the B Corporation scheme. Superfood-orientated chocolate producer Doisy & Dam has recently announced that it has become a certified B Corp, joining companies like Divine and Ben & Jerry's. The brand is now the 128th company in the UK to obtain the certification.

Richard Wilkinson, co-founder of Doisy & Dam explains, "B Corp at its core sets out that a company should use business as a force for good,

where we hold our impact on the world equal to our profit. We think it's particularly important while we're still so small to set the company up with a set of ethical guidelines that will not only remain in place when we're much bigger but will help to guide our growth and the way we approach it. 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. This is what B Corp gives us."

Richard believes there's a raft of ethical sourcing criteria that chocolate makers should abide by. "Firstly you have to do your best to understand your supply chain and where the cocoa comes from," he says. "This can be very difficult when you're starting out as buying power is so limited – when we started we tried to guarantee a certain level of quality by only buying organic. Now we're getting bigger and starting to explore buying direct from the source so we have a transparent supply chain and we know that our cocoa is sourced ethically. Secondly, I think we have a duty to be open and honest about what we're putting into the chocolates we make. We don't use

anything to fill it out: no vegetable fats, no preservatives and only the highest quality of ingredients, so we're 100% proud of any product we put on shelf."

As a business Doisy & Dam is taking steps forward so that it completely understands exactly who it is sourcing its cocoa from – this is something the company takes very seriously," says Richard. "At the moment we use trusted suppliers with the highest level of certification to help us source the best quality ingredients for our chocolate," he explains. "Transparency is hugely important to us and we're motivated by making sure that our impact on the world is as positive as possible. This is why we're currently in the process of building a relationship with a supplier in Colombia, so we can buy our beans direct from the source. The farms we'll be buying from are on land recently reclaimed from drug cartels. We're going to focus a lot of effort into investing in the local community and supporting educational and social causes in the area, and we eventually want to invest in a plantation in Colombia so we own our supply chain."

## Thinking Fairtrade



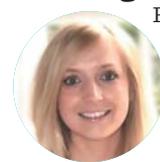
Divine Chocolate's relationship with Fairtrade stretches back 20 years, to when the Kuapa Kokoo co-operative of cocoa farmers in Ghana voted to set up their own Fairtrade chocolate company. "It remains the only 100% Fairtrade and farmer-owned company in the world," says Charlotte Green, marketing director at Divine. "The farmers who own Divine have been very driven and proactive about developing their organisation. They have grown the membership from 8,000 to over

85,000 farmers. Today, Kuapa Kokoo proudly produces up to 5% of Ghana's cocoa – that can be up to 640,000 sacks of cocoa a year! They have invested the Fairtrade premium into developing farming communities and farming skills. Now, in addition to Kuapa Kokoo farmers in Ghana, Divine works directly with farmers around the world to source the finest Fairtrade ingredients, empowering them to improve their livelihoods."

When retailers stock a product with the Fairtrade mark emblazoned on it, they know that all the ingredients that can be Fairtrade have been bought on Fairtrade terms. "For a Fairtrade chocolate bar, that means the farmers receive a guaranteed minimum price for their cocoa – currently \$2,000 per tonne – even when the world price is lower, and in addition have received a social premium – currently \$200 per tonne – that they have invested in their own community projects," explains Charlotte. "What's more, other ingredients like sugar and vanilla are also Fairtrade certified. As well as empowering farmers around the world, it empowers shoppers with a mark that they know and trust. Fairtrade is the highest awareness logo of any third-party verification scheme in the UK."

For chocolate producers like Divine, it's not just about flying the Fairtrade flag – the company endeavours to be ethically and eco-focused throughout the business. "Our focus is on putting people first, but we are also an environmentally responsible company," Charlotte explains. "One of our main environmental commitments is that Divine chocolate is proudly palm oil-free. We also use FSC-certified paper and card for our packaging and have worked with farmers on sustainable farming practices."

## Retailing raw chocolate



Raw Halo is a start-up chocolate brand which was founded in 2015 by Meg Haggart, who, since giving up refined sugar and struggling to find a premium raw chocolate product that wasn't laden with additives or poor quality sugar alternatives, set up the raw chocolate brand. "Since launching

“ Fairtrade is the highest awareness logo of any third-party verification scheme in the UK ”

we've understood that trusted suppliers are key to bringing a product to market that can in turn be trusted by consumers," says Meg. "A transparent and reliable supply chain is crucial to our operation, in an industry where mislabelling and unethical practices are unfortunately still widespread. We've built good relationships with a handful of well-respected suppliers based in the UK and the EU, who deal exclusively with fairly-traded ingredients from trusted farmers and suppliers in countries such as Peru and Indonesia."

A thorough research and sourcing system has been implemented so that Raw Halo only works with reputable suppliers. "All of our suppliers follow strict guidelines to meet organic standards, and our sourcing partners have developed sophisticated testing routines to ensure authenticity of the ingredients," explains Meg. "All of our chocolate is certified by the Soil Association, whose logo we proudly display on our packaging. Organic is at the heart of our brand and this seal of certification is becoming widely recognised as more and more customers are turning to organic-certified brands."

### Beyond the certifications



Jennifer Earle, chocolate expert and founder of Chocolate Ecstasy Tours, believes that seeking specific

certifications isn't always a viable route for many farmers and producers, especially when it comes to Fairtrade. "Transparency is becoming even more important and for chocolate, quality starts at the bean," she explains. "This means that to make great chocolate you really need to know your farmers and the people fermenting and drying your beans to ensure quality. Producers are more likely to get involved in making sure their practices are sustainable economically and environmentally so they'll have future supply. Why would the chocolate producers then pay an external body for a certification that only stamps a level of involvement and 'fairness' that's actually less than what they're doing? Recent articles like the tea farming exposure don't help. Hearing that the tea pickers are on below-minimum wage on Fairtrade-stamped products and having the organisation state 'they're working on it', doesn't

“ I think we have a duty to be open and honest about what we're putting into the chocolates we make ”

inspire a lot of trust in what the label means. I don't know first-hand when it comes to certified-organic, but I've heard from farmers and producers that most of the cocoa for high quality bars is produced organically. Many don't pay for the certification because it would make the already-premium bars more expensive."

According to Jennifer, purchasing beans directly from farmers and finding out about the root of the supply is a more preferable option. "Most of the chocolate makers who are producing on a smaller scale are buying directly from the farmers," she explains. "Some of the larger premium ones are, too. Premium chocolate makers have to buy directly to ensure they are getting beans of good quality. Only well-fermented beans will produce a great tasting bar of dark chocolate. Some makers will use a combination of direct and non-direct, and put their non-direct beans into the cheaper confectionery."

For Jennifer, it all comes down to a question of fair pay. "It's important to support farmers to make sure that they are paid well enough and have the best practices to get good yields and to continue to be able to do so in the future," she says. "Unless farmers are paid well enough, we'll see more unpaid and child labour, or more cacao trees being razed and replaced with single plant farms that are much worse for the environment – cacao grows alongside other plants in a much more ecologically sustainable way. This means that we have to start paying more for our chocolate. Which includes the big four or five manufacturers and sellers increasing their prices and not just reducing weights."



# WHAT'S KEEPING CONSUMERS SWEET IN 2017?

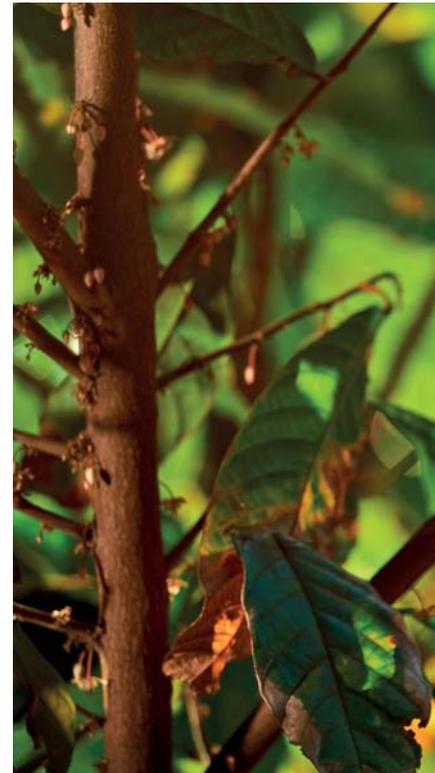
*Ethical credentials, exotic flavours and convenience are keeping tills ringing this year and beyond*

## THE 'PROVENANCE POUND'

Remember the days when all the general public were concerned about when it came to chocolate and confectionery was its flavour? These days, a hazelnut milk chocolate bar made with generic, unnamed nuts is not as appealing as one made with nuts sourced from the Italian home of hazelnuts, Piedmont. Another example: salted caramel. Even though this is a relatively modern flavour, only having entered the zeitgeist in the past few years, a confection is now only considered truly speciality if the origin of the salt is named. British salt producers Maldon and Halen Môn could help earn confectionery producers the 'provenance pound', as would Himalayan pink salt – an on-trend ingredient particularly favoured by Millennials. Cocoa sourced from a single origin is also desirable these days, and gradually consumers will become familiar with how chocolate

from different sources differs. Provenance has long been utilised by speciality producers and retailers to help them stand aside from the mainstream, and consumers are coming to expect this from fine confectionery, too.

“ Now more than ever, consumers are coming to expect provenance from fine confectionery ”



“ The average consumer is becoming increasingly aware of the social and environmental implications of the food and drink they purchase ”

## PERCENTAGE POINTS

Not so long ago, the cocoa content of chocolate was sought after only by connoisseurs – but not any more. Particularly when it comes to chocolate bars, a visible percentage is seen as a selling point and, in some cases, the higher the percentage the better as it means there's less room for 'nasties'. When a bar of chocolate goes beyond the realms of 80% consumers can be concerned that it will taste overly bitter, but chocolatiers are increasingly doing what they can to lessen bitterness and create higher percentage chocolate with well-rounded flavours. This is also seen in baking; while home bakers used to be content to use what manufacturers labelled as 'dark', 'milk' and 'white' cooking chocolate, today they recognise that the percentage of chocolate they use in their kitchens can dramatically alter the end result. In a small way, this links into the consumer's desire to trust the maker – it's another way for the brand to be transparent about their product, and helps consumers to understand a little more about what they're buying and eating.



“ A visible percentage is seen as a selling point and, to a point, the higher the percentage the better ”

## HEALTH CONCERNS

It may seem counterintuitive to consider chocolate a superfood, but producers are increasingly appealing to the consumer attraction to the likes of matcha, goji berries and turmeric by incorporating such 'super' ingredients into their confectionery. As well as adding texture and flavour, they add a Millennial-friendly twist to products and add a 'healthy' dimension to a food which is otherwise considered a treat. Also under this umbrella is raw chocolate – having never been heated above 42°C (the beans are naturally dried outdoors rather than in a conventional roaster), advocates claim that raw chocolate maintains its high levels of antioxidants, and as a rule producers only use similarly natural ingredients to add sweetness and flavour. Natural sweeteners such as honey and raw cane sugar are appealing to consumers like never before, and the distrust for chemical sweeteners the names of which are nigh on unpronounceable is growing. Equally, there are signs that confectionery made with a short list of ingredients, perhaps simple ones you would use at home – butter, cream, sugar and not much else – is trusted more than those with a myriad. Also look out for confectionery which shouts about its protein content. Having become a trend across the food and drink industry over the last year or so, protein shows no sign of losing popularity thanks to its associations with health and fitness.

“ Superfoods add a Millennial-friendly twist to products and add a 'healthy' dimension to a food which is otherwise considered a treat ”





#### ETHICAL VALUE

The average consumer is becoming increasingly aware of the social and environmental implications of the food and drink they purchase, and is more knowledgeable than ever about the benefits of buying organic and Fairtrade, and from producers who give something back to the suppliers they work with. Ethically-minded producers are supporting this interest in a number of ways

– by being transparent about their supply chain to promoting the story behind their suppliers and investing in them. Look out for B Corp-certified businesses; dedicated to being accountable for their social and environmental performance, they tick a lot of boxes with regards to sustainable practices and running their business with consideration for the world around them.

#### FAR-FLUNG FLAVOURS

As in other sectors of the market, confectionery is seeing a boom of consumer interest in far-flung flavours and unusual combinations. Shoppers are no longer content with everyday spices like cinnamon enlivening their chocolate, they're now tempted by previously relatively unknown – and not inexpensive – flavours like cardamom and saffron. Speaking of spice, flavours of Asian descent such as wasabi are entering the British confectionery market to great effect. Fine confectioners are also utilising Asian ingredients in place of more expected ones to the consumer's delight – think yuzu in place of orange or lemon, and toasted sesame in place of nuts.

“ Fine confectioners are utilising Asian ingredients in place of more expected ones to the consumer's delight ”



#### THINK SMALL

Producers are increasingly looking to miniaturisation to feed the consumer need for convenience. Busy shoppers still want a treat, but a traditionally-sized chocolate bar or bag of confectionery isn't particularly on-the-go-friendly. Look out for smaller bars of fine chocolate, and confections sold individually or in packs of two or three – not only are these easy for someone to throw into their bag when they're out and about and seemingly less indulgent than a full-sized option, but they are great impulse buys. Position next to the till and offer alongside a takeaway coffee or lunch, and they're sure to sell well. Bars with a healthy element will do well, as they offer a valuable combination of on-the-go indulgence without the guilt associated with a full-on confection.



“ Miniature bars are easy for someone to throw into their bag when they're out and about, and seemingly less indulgent than a full-sized option – they are great impulse buys ”





## HIGHLIGHTS FROM THE SPECIALITY CHOCOLATE TRAIL

### LOVE COCOA

[lovecocoa.com](http://lovecocoa.com), Stand 2804

Producers of organic chocolate bars which are free from refined sugar, gluten and other nasties. Love Cocoa will be introducing four new bars at the Fair: Gin & Tonic, Avocado, Honeycomb Crunch and Sea Salt Crunch.



### AMELIA ROPE

[ameliarope.com](http://ameliarope.com), Stand 1038

Celebrating their tenth anniversary, Amelia Rope Chocolate will be revealing their new-look branding and products for AW17. This includes a luxurious salted caramel butter flavour and marcona almonds covered in white chocolate.



# “A CONFECTIONERY EXTRAVAGANZA”

*Spicality & Fine Food Fair: the ideal platform for discovering the latest innovations in the confectionery sector*

**A**n exciting and eclectic world of artisan producers awaits on 3rd-5th September when the doors open for Spicality & Fine Food Fair 2017. From raw chocolate bars, real Turkish delight and artisan fudge to meringue truffles, natural fruit candy and sea salted everything – producers have come from far and wide to be part of the experience.

Consumers are becoming much more health conscious. They are looking at the ingredients in products whilst still wanting to indulge in a sweet treat. Free-from is trending at the Fair, whether that is gluten-free, dairy-free, raw or plant-based. Jukka Peltola, founder of Goodio raw chocolates, explains: “Consumers are turning to dark chocolate with less sugar and milk and a higher cacao content. White sugar alternatives are being used, for example cane sugar, coconut palm sugar or more natural sweeteners. We are currently making chocolate recipes using date powder.”

Premium is also key, with many exhibitors launching high quality products with provenance. Kit Tomlinson, co-founder of Mighty

Fine Honeycomb said: “We are seeing the demand for quality confectionery continue to grow. The premium end of the market is a competitive space but consumers are choosing quality, great tasting ingredients and provenance when making confectionery product choices.”

Speaking of the chocolate and confectionery sector, Will Torrent, chocolate and pastry consultant and Spicality & Fine Food Fair ambassador, describes it as flourishing. He explains: “Consumers are becoming more interested in how chocolate and confectionery products are made, where the ingredients have come from, the origin of the cocoa beans and most importantly, how the products taste. Not only have bean-to-bar producers been going from strength to strength, but UK chocolate and confectionery creators are flying the flag for our nation with stunning workmanship, creativity and exciting flavour combinations. The future is bright for the sweet treat industry and now is a great time to get stuck in and help it grow.”



This year welcomes a new look for Spicality & Fine Food Fair, including a fresh line-up of attractions. There’s a new Discovery Zone which will showcase the finest chocolate and confectionery from businesses that have been trading in the UK for less than three years.

Visitors will also be invited to tread the Spicality Chocolate Trail to uncover a selection of gourmet chocolate and premium confectionery. On the trail will be: ChocLab, Love Cocoa, Goodio, Milkboy Swiss Chocolates,

Chocolat Madagascar, Zotter Chocolate, Urban Village Chocolates, J.Cocoa, Bean & Pod and Raw Halo.

Aimed at inspiring and educating visitors, the Savour the Flavour: Live Kitchen and Food for Thought stages are also new to the Fair this year. Offering workshops and demonstrations, insights, practical advice and tips from key industry figures and chefs, the stages are the place to be to find out the latest flavour trends, topical issues and ingredient innovation.

**PUNDITS**

**pundits.co.uk, Stand 3283**  
 Pundits will be showcasing their range of gullt-free handcrafted chocolate bars made without sugar. Each bar is sweetened with Stevia and they only use responsibly sourced ingredients. Flavours include Milk Chocolate & Hazelnuts, Milk Chocolate & Toasted Coconut and a dairy free, vegan option, Dark Chocolate with Orange & Almonds.



**COCO CHOCOLATIER**

**coco-chocolate.co.uk, Stand 2412**  
 Premium chocolate handcrafted from the highest quality ingredients and a single origin chocolate from South America. Coco Chocolatier have something for everyone with their bundles of bars. Try the Scottish bundle which includes a Haggis Spice Organic Dark Chocolate, or the British bundle offering an Earl Grey Tea & Bergamot Organic Dark Chocolate bar.



**RAW HALO**

**rawhalo.com, Stand 1319**  
 Artisan chocolate brand Raw Halo offer chocoholics a taste of guilt-free heaven, made from the finest organic ingredients and sweetened naturally with organic coconut sugar. The Raw Halo collection is available in vegan 'mylk' and dark raw chocolate in a variety of flavour combinations: Cinnamon & Raisin, Lemon & Pink Himalayan Salt plus Ginger & Pecan.



**THE CHOCLAB**

**choclab.co.uk, Stand 1510c**  
 Small-batch manufacturers from Edinburgh, the ChocLab chocolate range combines interesting flavours with quality ingredients. Keeping up-to-date with the latest trends, the ChocLab have their own periodic table of flavours "to explore new frontiers in chocolate combinations," says Sandra Colamartino, founder.



“ UK chocolate and confectionery creators are flying the flag for our nation with stunning workmanship, creativity and exciting flavour combinations. The future is bright for the sweet treat industry and now is a great time to get stuck in and help it grow ”

WILL TORRENT, CHOCOLATE AND PASTRY CONSULTANT AND SPECIALITY & FINE FOOD FAIR AMBASSADOR



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**TRADE ONLY**

When choosing to stock Divine's eclectic range of luxury chocolates, you're not only purveying a premium product but supporting a company which is 44% owned by cocoa farmers. The farmers all belong to the Kuapa Kokoo co-operative based in the mostly western regions of Ghana. Kuapa Kokoo has over 85,000 farmer members who not only part-own Divine but have two seats on the board and receive the largest share of the distributed profit, too. This makes Divine the only mainstream chocolate company in the world that is both Fairtrade and farmer-owned.

"Every Divine product we make carries the Fairtrade mark, which empowers chocolate lovers to make a positive choice when choosing a treat. We also go out of our way to try and source Fairtrade ingredients for new flavours that we develop, and deliver benefits to farmers all over the world," explains Charlotte Green, marketing director at Divine. "We get excited when we source new ingredients because it means people can taste new flavours and discover where they come from. For example, we wanted to create an intense hit of Fairtrade coffee in our creamy Cappuccino bar, so we worked with Cafédirect to source from growers in Machu Picchu, Peru."

Most Ghanaian cocoa is actually grown on small family farms that



## THE POWER OF CHOCOLATE

*For award-winning farmer-owned company Divine, it's not just about producing delicious chocolate – ethical sourcing is a top priority, too*

typically span between two to three hectares and the land is usually intercropped with other plants and trees, such as plantain, maize and spices. These plants not only provide shade whilst the young cocoa trees are growing, but can also provide up to 65% of the family's own food supply, as well as some additional income.

This high-quality Ghanaian cocoa is used in Divine's popular range, which includes bars of chocolate, Easter eggs, gift sets, baking and drinking chocolate products. All Divine flavours are combined with high cocoa recipes. Recent additions to the range include 60% Dark Chocolate with Pink Himalayan Salt for a luxury salted chocolate and 70% Dark Chocolate with Toffee Pieces and Chilli, bringing some spice back to the Divine range inspired by the popular sweet chilli food trend.

### Traceable tastes

It's not just its own cocoa that Divine can trace the origins of. Everything from the coffee supplied by Cafédirect to the sugar used in the chocolate can be pinpointed to a credible source, and fostering close relationships with these



BEATRICE ASANTE  
OF KUAPA KOKOO

suppliers is encouraged. "Our sugar is grown by the Kasinthula Cane Growers Association in Malawi," says Charlotte. "We have visited these farmers and have stayed closely in touch. They had serious problems with the weather – such as floods followed by drought – so we have supported them by funding new plant stocks. We also source Fairtrade vanilla from farmer co-operatives in Madagascar, Fairtrade almonds from Pakistan, Fairtrade coconut from Sri Lanka and Fairtrade mangoes from Burkina Faso."

"We only use the finest Fairtrade ingredients that consistently deliver

in terms of quality, quantity and delivery" she continues. "Ultimately though, the ingredient must really work as a delicious flavour to complement our signature recipes of deliciously rich and seriously smooth chocolate."

### Importance of provenance

The company has noticed a growing curiosity amongst consumers to discover where the ingredients in the products they purchase originate from. "Most people look for a brand and the percentage of cocoa content for quality assurance in premium chocolate," explains Charlotte. "However, provenance is becoming more important as curious foodies are interested in how something delicious like chocolate is created. According to Divine-commissioned research, one in five people look for where their chocolate comes from, whether it's the origin of the ingredients (like Madagascan vanilla) or where it is made (for example Belgium)."

Divine aims to continue to deliver delicious chocolate and a social business model that everyone can cherish and has just won a Great Taste Award for its 85% Dark Chocolate. "We believe in the amazing power of chocolate to delight and engage, and bring people together to create dignified trading relations," concludes Charlotte. "In our five year strategy, 'Growing Business Differently', we have created a growth plan so we can continue to empower farmers, empower chocolate lovers and change the way business is done."



“ Our mission is to grow a successful global farmer-owned chocolate company using the amazing power of chocolate to delight and engage, and bring people together to create dignified trading relations, thereby empowering producers and consumers ”



*Divine*<sup>TM</sup>  
CHOCOLATE



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## DISCOVER TANTALISING FLAVOURS

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- ♥ Hazelnut praline in smooth milk chocolate
- ♥ Soft salted caramel in dark chocolate
- ♥ Tangy passionfruit milk chocolate truffle



*Farmers receive 44% of Divine profits*

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COCOA *from* GHANA

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[www.divinechocolate.com](http://www.divinechocolate.com) [Steve@divinechocolate.com](mailto:Steve@divinechocolate.com) +44 (0)207 378 6550

# FULL OF BEANS

*Jelly Belly, the boundary-pushing producer in the vanguard of creative, innovative and tasty confectionery creation, has released its much-anticipated Super Hero and Mixed Emotion collections*

Three of the most iconic DC Super Heroes, Batman, Superman and Wonder Woman are coming to bags of Jelly Belly jelly beans. Jelly Belly Candy Company and Warner Bros. Consumer Products, on behalf of DC Entertainment, have partnered to create specially branded bags for fans of these legendary DC character icons.

Jelly Belly DC Super Hero Collection launches with two bag types this summer, featuring designs of legendary DC Super Heroes, including fan-favourite Wonder Woman. Debuting are a 28g bag perfect for snacking or party favours, and a 60g bag that makes a great treat to share

or give as a gift. Each bag in the collection features the DC Super Hero Mix of Jelly Belly jelly beans, including shimmering versions of popular flavours Berry Blue, Blueberry, Cream Soda, Sour Lemon, Very Cherry and Wild Blackberry.

The 28g bags each feature either DC's Batman, Superman or Wonder Woman in a mixed 30-count caddy allowing fans to pick and choose their favourites. The shippable caddy is also display-ready for retailers to merchandise on shelf or at the cash register.

Tony Alfano, managing director of Best Imports, the UK importer for Jelly Belly, says, "Batman, Wonder Woman and Superman have a massive UK following and these products are hugely anticipated by Jelly Belly fans. All the retailers I've spoken to have been getting seriously excited about the launch for some time. As one might expect from Jelly

Belly, everything is really spot on. These jelly beans are shimmering versions of popular flavours and customers are going to love them."

## Mixed Emotions

Another hotly-anticipated release from the confectionery creators at Jelly Belly is the emoji-focused Mixed Emotions Collection. Whether you're having a happy day or a grumpy one, there is a Jelly Belly jelly bean for everyone in this new selection. In the range, favourite flavours of Jelly Belly beans are paired with an emotion and finished with the imprint of a corresponding face to show those feelings. Five flavours will be available from August, giving confectionery lovers everywhere a new way to express themselves.

"Jelly Belly has toyed with connecting feelings and flavours

in various ways in the past," explains Tony. "Emojis are a big part of how we communicate with each other through text, social media and in email, and their popularity gave new life to this idea. There's a huge customer base of people who just 'get' emojis and Jelly Belly Mixed Emotions is a really fun way of sharing with friends. This is another charming Jelly Belly novelty that retailers are going to love as much as customers!"

Traditionally, Jelly Belly jelly beans are stamped with the Jelly Belly name in white food colouring. However, in the Mixed Emotions Collection, instead of the logo the Jelly Belly beans are stamped with a matching face to represent one of five feelings: Happy tastes like refreshing Lemon on a sunny day; Playful teases the taste buds with Sour Apple; Angry sears like Hot Cinnamon; Sad envelops you in Berry Blue and Love warms the soul with Bubble Gum. In keeping with the Jelly Belly tradition of thoughtful flavour experiences, enjoy each flavour individually or combine to create your own delicious mix of emotions. The Mixed Emotions Collection are available in 28g bags for snacking and 60g grab-and-go bag well suited for sharing.



“ These jelly beans are shimmering versions of really popular flavours and customers are going to love them ”

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Lancashire-based Beech's Fine Chocolates is renowned for its array of luxury confections that contain 100% natural ingredients. However, not only has the producer consistently remained highly creative when it comes to what it uses to create its range of chocolate, but it applies this ethos to its eye-catching packaging formats, too. This is especially evident in its latest luxury gourmet truffles that come in Champagne, Anglesley Sea Salted Caramel, Pink Champagne and Prosecco flavours and are housed in either Personal Treat and Posh Hat packaging formats.

"Last year we invested heavily in a new production line and, knowing that our chocolate is one of the smoothest and tastiest available, we thought we could make some fantastic truffles to add to our range," says Peter Whiting, operations director of Beech's Fine Chocolates. "We decided initially to introduce these through the silver blocked 'All You Need Is Love & Chocolate' truffle range, which has really taken off this year and has already won several awards. In the run-up to Christmas we decided to bring out the same delicious truffles in larger pack sizes and

## LUXURY FROM LANCASHIRE

*Innovation and gifting play a key role when it comes to Beech's Fine Chocolates' latest releases*



much fancier packaging so that our customers would be able to buy gifting options; they've been excellently received!"

The boozy creations have proven an immediate hit with Beech's clientele, with many of the company's fans enjoying them

due to their authentic handmade credentials. "The luxury truffles have quickly risen to become one of our best sellers, with customers seeing huge demand for stock re-orders as the public are introduced to the delicious flavours we offer," Peter explains.

### Grab-and-go

Seasonal demand strongly influencing the confectionery industry, but Beech's has attempted to break this cycle by developing products that can be conveniently purchased all year round. "Our truffles and our new A-Frame packs are great for this as they have strong shelf presence in-store, and contain fantastic-value gourmet products that can be quickly enjoyed without having to purchase much larger boxes," says Peter. "Grab-and-go products can sit on counter tops and till areas throughout the year and have a steady sell through."

That's not to say that the producer has steered clear of releasing seasonal products, though the company recently announced that Beech's Easter Eggs are to be reintroduced. "This year will be the first time in decades that we have made an egg, and this time we're making two!" Peter enthuses. "We're releasing an ultra-fine rich dark chocolate egg that's suitable for vegans, and a milk chocolate egg with chunks of honeycomb embedded within the chocolate. Both these eggs come in stunning packaging that make them really stand out from the competition and make for the perfect Easter gift."



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



#### WHAT'S THE STORY BEHIND THE BRAND?

We launched The Naked Marshmallow Co. in November 2014 and haven't looked back since! The idea was borne from seeing a number of traditional confectionery and snack products being reinvented with quirky flavour options and bold and innovative branding.

#### HOW HAS THE COMPANY EVOLVED SINCE?

The company has grown at a steady pace since our initial launch. We now employ up to 20 full-time members of staff at peak and run the business from two spaces in Lincolnshire: a purpose-built production facility and a dispatch and distribution centre. We have an incredibly strong direct-to-consumer side to the business, sending over 50,000 online orders a year, and are constantly working to increase our partnerships with distributors and retailers.

#### WHAT MAKES THE PRODUCTS A GOOD FIT FOR DELIS, FARM SHOPS AND FINE FOOD RETAILERS?

We believe our products are a perfect fit for delis, farm shops and premium food retailers. They are all 100% natural and handmade in the UK by artisans. Not only do we believe we have a truly delicious product (with a

## NAKED AMBITION

*Ollie Rendall, director and co-founder of The Naked Marshmallow Co., discusses the growing demand for gourmet marshmallows and consumers' cravings for alcohol-infused sweets*

number of Great Taste awards to support our egos!) but all of our products are displayed in beautiful, quirky and innovative packaging alongside our tongue-in-cheek brand. From a third party survey of over 6,000 foodies, 90% preferred our marshmallow to any other marshmallow product on the market today.

#### HOW IMPORTANT IS NPD TO THE COMPANY?

NPD is at the very core of what we do. We are constantly developing new flavours, products and customer experiences and we've found this the best way to keep a step ahead of the competition. We love creating world-first products, some of which include our Marshmallow Toasting Kit, Gourmet Marshmallow Advent Calendar and Marshmallow-infused Gin and Vodka.

#### WHAT DOES THE NEW PRODUCT DEVELOPMENT STAGE INVOLVE?

Our product development can take up to six months per product and consists of discussing and shortlisting initial ideas, creating exceptional flavour profiles and verifying shelf life, whilst working with our design, print and PR team to ultimately take the product to market. We actively ensure that what we create is different to anything our competitors are doing – it's much more fun!

#### WHAT DOES THE ALCOHOLIC RANGE INCLUDE?

We've got a great selection of boozy products. We offer a trio of alcoholic marshmallow flavours comprising Raspberry Prosecco, Elderflower & London Gin and Espresso Martini as well as a duo of marshmallow-infused

spirits that include a Vanilla Bean Marshmallow Gin and a Salted Caramel Marshmallow Vodka. Our boozy marshmallows have only recently launched and are already in over 100 locations across the UK, while our Marshmallow Gin and Vodka are also proving to be incredibly popular.

#### WHAT'S NEXT FOR THE NAKED MARSHMALLOW CO.?

We've got some exciting plans for the year ahead and as we go into 2018. This Christmas stands to be our very best yet and we're looking forward to launching our Gourmet Marshmallow Advent Calendar amongst some other festive lines.



“ We actively ensure that what we create is different to anything our competitors are doing – it's much more fun! ”

# THE *Naked* MARSHMALLOW CO



VANILLA BEAN  
MARSHMALLOWS



SALTED CARAMEL  
MARSHMALLOWS



CANDY FLOSS  
MARSHMALLOWS



CHOCOLATE ORANGE  
MARSHMALLOWS



STRAWBERRY CREAM  
MARSHMALLOWS



RASPBERRY & PROSECCO  
MARSHMALLOWS



ESPRESSO MARTINI  
MARSHMALLOWS



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# ICONIC & ETHICAL DIFFERENTIATION

*Want to know what's next in confectionery? Empire Bespoke Foods has the answers*

One couldn't fail to notice the importance of ethics in confectionery at the moment, and Heavenly Organics – a range of cocoa treats containing just 100% cocoa and wild sustainable honey plus up to two extra ingredients per variant (making them perfect for today's health-conscious consumers) – fits well into this trend and was recently awarded one gold star in the Great Taste Awards. For founder Amit Hooder, it's as much about humanity as it is the taste; his raw organic honey is

harvested from wild beehives in the untouched forests of central and northern India, where 650 families are currently employed by the brand while local children are taught about permaculture. Equally ethically-minded is Madécasse, a chocolate brand which works directly with its cocoa farmers to help them build a better life and fight for transparency in the global industry. With a recent rebrand designed to better represent its story and quality, Madécasse is a prime example of how thinking internationally

and offering choice and diversity sustainably, and with an eye on trends, can benefit all.

Offering choice and diversity to shoppers is key in independent retail, and Empire Bespoke Foods prides itself in being a connoisseur of confectionery from around the world. American confectionery in particular is a great route to differentiation, and satisfies the consumer desire for new flavours and new experiences. Proposing a full range of treats is essential for seasonal periods like Halloween, Thanksgiving and the Fourth of July. A big trend in US confectionery right now is nostalgia – shoppers want to find the taste they have experienced in their childhood or seen on TV, and they have a particular fondness for retro packaging. This goes some way in explaining why iconic brands which have been in the market for many

years still appeal to young and old alike. Tootsie Rolls and Flipz are two such brands which have maintained their value throughout the years. Another key trend is sour flavours. In the USA, sour candy is the second largest flavour segment, growing by almost 12% in value year-on-year, and brands such as Mike and Ike are selling consistently well thanks to their adoption of this trend, seen in their Sour-licious range.



## Stock up on indulgent sweet treats from around the world!

### Chocolate WITH STRONG ETHICS

MADECASSE AND HEAVENLY ORGANICS ARE ON A MISSION TO IMPROVE AND PRESERVE THE CULTURE AND LIVELIHOODS OF FAMILY FAARMERS IN MADAGASCAR AND INDIA.



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# “WE NEVER COMPROMISE”

*Genevieve Holdsworth, creative director, tells the story of Holdsworth Chocolates*

**I**t's been almost 30 years since my mum, Barbara Holdsworth, started making chocolates from a small unit here in our home town of Bakewell. Driven by a passion for chocolate and the firm belief that a market existed for premium handmade chocolates, she began to blend the best possible ingredients from around the world to realise her dream. Made to her unique recipes and high standards, the result was a range of exquisite chocolates and beautiful packaging that quickly acquired an enviable reputation within the industry. Today, our making process have changed very little and, although mum retired more than 10 years ago, her spirit and passion for creating beautiful handcrafted chocolates using the best quality ingredients still runs through the

heart of everything we do. We still hand-enrobe and hand-finish our chocolates at our chocolate factory in Bakewell. We use high quality ingredients and we never, ever compromise on quality, which shows in our products. We are so proud of our chocolates that we show them off to consumers within window-box sections, which none of our competitors do.

**We are a small family business dedicated to bringing our customers an authentic English handmade chocolate experience.** We have never compromised on quality and all our chocolates are made with passion and care by our dedicated team of chocolatiers. We use only the finest ingredients, sourced both locally and from around the world. All our packaging designs are beautifully hand illustrated,

which really makes us stand out from the crowd and reinforces our gifting credentials. Most of our range centres around traditional handmade English chocolates, but we also keep abreast of more trend-led flavour combinations and have recently introduced Cornish Sea Salt Caramels, Peanut Butter Caramel Truffles, Strawberry & Marc de Champagne Truffles with Popping Candy and Banoffee & Chilli flavoured truffles to our selections. The recent wellness trend has seen consumers eating healthily throughout the week, and enjoying a high quality treat at the weekend, so these products fit in with that ethos perfectly. If you are going to reward yourself with some chocolates, they may as well be the best on offer.

**My mum never compromised on the quality of her ingredients, and that is something that runs through the DNA of the business and our brand.** We hold regular tasting days to ensure the quality of the chocolates is always extremely high. We are lucky to have a great team of highly engaged, committed staff members who genuinely care about what we produce. They are hugely passionate, and this passion shows in the quality of our products.







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from the heart of the Peak District

---

www.holdsworthchocolates.co.uk  
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**G**uilberts 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 Guilberts stand out from all the rest; with 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 everything is identical, handmade is something that consumers actively seek out, and that is what Guilberts stand for. If we were to alter our methods we would lose our USP that customers look for and we would lose our individuality.

At Guilberts we cater to everybody. Our range includes typical Victorian flavourings such as the Rose and Violet Creams



## GUILBERTS

# “WE CATER TO EVERYBODY”

*Traditional techniques meet a modern approach in Guilbert's range of fine chocolates*

that seem to be as popular now as they were back 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 modernist society, whilst also staying true to our roots

maintaining the flavours that never seem to decrease in popularity.

History is vital to Guilberts, 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 Guilberts 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 Guilberts we will still be looking into and recreating the past as that is where our true success lies.

“ 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 ”



*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

# WHERE QUALITY MEETS INNOVATION

*Andrew Mitchell of The Fine Confectionery Company shares news of its best-loved brands*

Once again the autumn catalogue from The Fine Confectionery Company features plenty of existing favourites along with new product development from our key partners and some newcomers to the range.

We are seeing new sales growing for our key brands, much of which is from core products in the range, but in addition to this, our customers are being receptive to trialling some of the newness offered for the autumn/winter season.

Brands like Niederegger, considered to be the benchmark in chocolate marzipan, has seen growth over the last few years, and have a growing base of loyal consumers who we know will make repeat purchases once they discover the brand.

We believe part of this success has been supporting our customers

with more emphasis on social media and consumer press. The NiedereggerUK Facebook page has a fast growing number of fans discussing their love for the brand, and a targeted but dynamic consumer press campaign has led to features in print and online media with a reach well in excess of half a million consumers, all helping to support the marzipan brand in-store.

New from Niederegger this year is the Master Selection, a collection of marzipan, truffle and nougat specialities, which is a first for the brand. The flavour of the year for 2017 is Double Chocolate: chocolate marzipan with chocolate chips coated in bittersweet chocolate; our office will be very disappointed when this flavour is substituted in 2018!

Jelly Belly are constantly adding newness to their range and

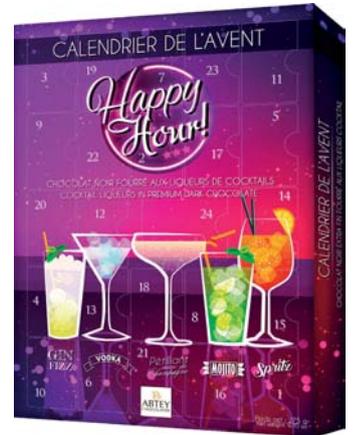
this year is no different with the 4th Edition Beanboozled beans arriving, including a Beanboozled Advent Calendar, Superhero, Batman and Wonder Woman Jelly Belly beans and Mixed Emotion beans – yes, each bean shows a different emotion – are part of the new line up.

USA confectionery continues to grow in popularity and we have introduced a range of USA gifting products with SSP's starting at £3.50.

Belgian chocolate alphabet letters and numbers have had a great response and we have developed a small footprint spinner range to accommodate the full range with a SSP of £2.50.

We have seen a growing trend in mid and upper-priced advent calendars aimed at the adult market and have expanded our range of these in the Christmas

catalogue, including the fabulous 30 day Niederegger calendar weighing in at 525g, Jelly Belly and Beanboozled calendars, along with liqueur filled chocolate and cocktail chocolate calendars. Whoever said advent calendars were just for kids?



**New Brochure Available Now**



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## SWEET SENSATION

*Adam Sopher, co-founder and director of Joe & Seph's, introduces the award-winning gourmet popcorn producer's latest sweet creations*

**J**oe & Seph's is synonymous with innovative and original recipes, not least when it comes to its sweet portfolio. All handmade and air-popped by founder Joe and his team of pastry chefs at their North London kitchens, Joe & Seph's sweet range "comprises 30 flavours" explains Joe's son Adam, co-founder

and director. "Some of our most popular flavours include Salted Caramel, Peanut Butter and Double Chocolate Popcorn, however some of the more unusual flavours, such as Cheese on Toast and Goats Cheese & Black Pepper always get consumers excited!" "It largely depends on the season, too," he explains. "At Christmas, Gin

& Tonic always sells extremely well, during Easter it is Gingerbread, and in summer it's Strawberries & Cream, which we originally developed for Wimbledon."

Quality is the number one priority of Joe & Seph's, and all of their products are made using only the highest quality, natural ingredients, locally-sourced where possible and free from artificial flavours and preservatives. Now with 34 Great Taste Awards, they are proud to be called the best-tasting popcorn brand. This focus on quality is why Joe & Seph's is the only popcorn brand proud to package their popcorn in transparent packaging.

### Christmas crunch

Joe & Seph's latest boozy Christmas launch, an Irish Coffee Liqueur with White Chocolate Popcorn, is made with 5% real spirit, making it perfectly positioned to cater to the demand for alcoholic sweet treats.

The company has also announced a new Christmas Popcorn Bauble gift product, following the success of its Christmas Stocking and Giant Christmas Cracker. "It will make the perfect secret Santa gift," says Adam. "It retails at £5 and will be available in either red and gold or

cream and gold, complete with festive gift tags. The baubles come filled with Joe & Seph's Fairtrade Salted Caramel Popcorn in a 23g foil pack." Two new gift tins have also launched ahead of Christmas and are available in two sizes: standard which includes two 32g snack packs of popcorn and large which contains four 32g snack packs.

### New flavours

Developing new products based on customer feedback is hugely important, and has actually helped to define the company. "We've partnered with other brands to bring new flavours to market, including the first official Marmite Gourmet Popcorn," he continues. "We like being forward-thinking and experimenting with new flavours. We also offer a number of packaging and gift formats, so there is an option suitable for everyone."

### Ideal for independents

The rotating array of flavours makes Joe & Seph's perfect for farm shops and delis, where stores can change their offering according to the season as well as offer a unique range. Retailer support is available in the form of free sampling opportunities as well as POS.

**JOE & SEPH'S**  
 GOURMET POPCORN CHEF & CONNOISSEUR  
 HANDMADE IN GREAT BRITAIN

**great taste**  
 PRODUCER

**34**  
 GREAT TASTE AWARDS

**OFFICIALLY THE BEST TASTING POPCORN BRAND**

LOW MINIMUM ORDER  
 FREE DELIVERY

**EXCITING NEW CHRISTMAS FLAVOURS & FORMATS!**

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HANDMADE IN GREAT BRITAIN

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

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## “A COCOA ADVENTURE”

*Meet Gnow, a confectionery brand dedicated to doing things differently*

### WHAT'S THE STORY BEHIND GNAW?

We simply couldn't find the right chocolate to sell in our sweet shop. So, taking matters into our own hands, we decided to embark on a cocoa adventure. Gnow was created in 2011, taking a well-

loved product and reinvent it to be modern, innovative and fun.

### TELL US ABOUT YOUR PRODUCTS

We have a range of over 25 different flavours in big bars, mini bars, buttons, hot choc shots,

dairy-free bars and chompers. We're continually developing new delicious flavours in our lab to keep everyone on their toes. As well as our individual products, we have some great gift sets catering to all budgets that work as the perfect delicious presents all year round.

### WHEN YOU LAUNCHED THE BRAND, WAS IT IMPORTANT TO YOU THAT YOU'D DO THINGS DIFFERENTLY?

Definitely! We wanted products that were fun to the eye but luxury in taste, this way they appealed to all ages. Not everyone realises that there is a different squirrel on each flavour and as you take a bite the packaging reveals little phrases encouraging you to eat more. We always love hearing from customers how much they love our wrappers and ingenious take on classic British desserts such as Banoffee Pie and Lemon Meringue Pie.

### HOW DOES THIS BENEFIT RETAILERS?

We work extremely hard to develop a vast product and flavour range to ensure they stand out to consumers, allowing retailers the opportunity to offer their customers an array of tasty

treats, guaranteed to please anyone's tastebuds!

### TELL ME ABOUT YOUR NEW BRAND, BROOKE & AMBLE

Brooke & Amble is our new exquisite luxury Single Origin chocolate. Using high quality ingredients gives a meaningful chocolate experience. We wanted to focus on each and every component used within the small batches of handcrafted chocolate, ensuring the ingredients are ethical and natural. Each one casts either dark, rich Grenadian or the lighter, sweeter tones of Venezuelan chocolate against classic themes. Each block is divine and it's a brand already proving to be very popular!

### WHAT'S IN THE FUTURE FOR GNAW AND BROOKE & AMBLE?

We have lots of exciting projects on the go that will be launched later in the year, one being a slightly healthier product that we know is going to be highly popular. As our never ending list of ideas grows we will continue to launch new flavours and products, whilst always remaining a handcrafted company, so keep your eyes peeled for more delicious chocolate!

# GNAW®

Chocolate handcrafted in Gnowfolk



View our delicious ranges at [www.gnowchocolate.co.uk](http://www.gnowchocolate.co.uk)

Contact us for a chocolate chat at [customerservice@gnowfolkchocolate.co.uk](mailto:customerservice@gnowfolkchocolate.co.uk)



**What's the story?**

Goupie is a family company through and through. The recipe for the Original Goupie came from my grandmother, and was passed on to my mum, Janet Simpson. Essentially, we've always enjoyed Goupie at family get-togethers and felt it was about time the rest of the world got to try it!

We currently have two main product ranges. Our 180g sharing boxes (RRP £4.00) and our 80g Goupie Minis (RRP £2.00). Our 180g boxes were our first range, as it seemed natural to us that people would be looking to share Goupie amongst friends – this is what we had always done as a family and so it followed that our customers would want to do the same. We produce these boxes in 16 individual flavours: 13 of these are vegan friendly, 7 are gluten-free and 3 are soya-free.

# GO GOUPIE

*Grace Simpson, brand manager, introduces us to the family business making waves in the free-from sector*

They range from the more usual (Mint, Orange & Hazelnut) to the more quirky (Lavender, Cardamom & Chilli) as well as our 3 festive flavours (A Taste of Christmas, Boozy Christmas & White Christmas). Our 80g Goupie Minis are new to 2017 and available in just the 8 flavours – including our newest flavour Salted Sticky Toffee.

dairy-free and vegan friendly as it was. It seemed madness to us that people were having to pay a premium for sub-standard products, simply due to their dietary requirements. This realisation has now become one of our core business values and is shaping the way we develop new products and adjust our existing recipes.

There are no other products like ours on the market. Goupie has a unique texture with a soft chew and

slight crunch. It contains all the familiar and comfortable elements of your grandma's tray-bake but is wrapped in a refined Belgian chocolate, so you can still feel a little sophisticated! We also provide a much greater range of flavours than other free-from products on the market, within a reasonable price range. Goupie sees no reason to treat free-from products any differently and are keen to normalise free-from food.

**Retail gold**

Our products are unique in that they don't simply replace another product currently on the market, but that they expand their category. This has been hugely beneficial to our current retailers, most of whom are high-end independents, as they are able to offer their customers something new in the category, filling a need that isn't yet sufficiently catered for.

**Free-from**

It just so happened that my grandmother's original recipe was completely






Uniquely textured chocolate confectionery product, hand-made in Kent to a genuine family recipe.

17 individual flavours including 13 vegan and 7 gluten-free  
Sold in 180g Goupie Sharers and 80g Goupie Minis.

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01580 211440

The Milkboy brand dates back over a 100 years, to a small dairy in the Emme-Valley in the Swiss Alps from where the best Swiss milk originates. Each spring, the cows would ascent to pristine mountain pastures – celebrated with a festive procession – led by young men, the ‘Milkboys’, who wore traditional costumes and carried the artfully carved, wooden milk pails used to milk the cows. The cows remained to pasture throughout the summer, when the ‘Milkboys’ led them back down the mountain to the village, to festive celebrations. We at Milkboy Chocolates have been inspired by this history to develop a truly exceptional line of Swiss chocolates; this heritage is represented in our packaging, which was created by the famous Swiss paper-cut artist, Esther Gerber. The flavour characteristics of each bar are embossed using hand-carved engraving plates, and all the bars come in a matching shelf-ready display box.



# A TASTE OF THE ALPS

*Emanuel Schmerling of Milkboy explains how the brand combines fine modern tastes with Swiss heritage*

With its unique and exceptional flavours, we are elevating the stature of high quality Swiss chocolate to speciality food customers. We are very excited to have partnered with UK’s premier speciality food distributor, Cotswold Fayre. Ultimately, it

all comes down to the careful selection of our ingredients and manufacturing process. We only use high quality and all-natural ingredients: sustainably-sourced cocoa and milk from the Swiss Alpine regions. By using traditional and iconic Swiss Chocolate

manufacturing practices, without any compromises and shortcuts, we are able to bring out the very best and the pure taste in each ingredient that goes into our chocolates.

We started out two years ago with three flavors: Alpine Milk, White Chocolate with Bourbon Vanilla and the 60% Dark with Essential Pine Tree Oil, a very unique product with subtle minty and earthy flavors – you can almost breathe the Swiss Alpine air! We have since added Alpine Milk with Crunchy Caramel & Sea Salt, which has become our best-seller, and Alpine Milk with Refreshing Lemon & Ginger. For our high percentage chocolate fans we developed a 85% Extra Dark Cocoa bar, which is very intense yet balanced without harsh bitterness.

There are two exciting new releases on the horizon: a new flavour, White Chocolate with Blue Potato Chips & Sea Salt – another very unique and visually stunning bar – and a range of 40g snack-size bars of our top-selling flavours.

“ By using traditional and iconic Swiss Chocolate manufacturing practices, without any compromises and shortcuts, we are able to bring out the pure flavour of each ingredient ”

Extraordinary Chocolate Is In Our Nature

New!

www.Milkboy.com

- Authentic Swiss-made Chocolates  
- All natural ingredients, sustainable sourced Cocoa

UK Distributor: COTSWOLD FAYRE

# HOW TO SELL CONFECTIONERY

*Five specialist retailers share their expertise*



## **PAUL WEEKS, THE SWEET HUT**

"An independent confectioner needs to get as far away from the image of a garage or supermarket as possible; a good sweetshop has to stimulate the customer's happy childhood memories. We like to keep our sweet shop as you'd expect to see it – traditional and in retro style with lots of pastel colours. Everyone has fond memories of the sweet shops they visited when they were children, and we've tried to recreate that. Children miss out on that these days; most confectionery is now bought at supermarkets, which doesn't come close to the experience you get in a traditional sweet shop."

## **JESS BARNETT, THE TREAT KITCHEN**

"Our theory is to let the confectionery be the star, especially in terms of colour as a lot

of sweets are very vibrant. As much as we can get away with, we like to keep things clean and simple. It also brings the factor of added value to our offering – down the road from us there's a Lakeland, which is selling bottles for more empty than we sell them for full! Our local retirement village is making us little wooden crates to keep the bottles in, so they make a great gift. In this day and age you've got to be constantly moving with trends and doing what the customer wants. An example would be the fudge which we make in-store; we're currently working with a micro-brewery to create beer fudge which is quite different!"

## **NICOLA HAZEL, BURNS SWEET SHOP**

"Cleanliness, quality and good staff are key to a good sweet shop. We look for politeness, tidy appearance and a smile! Staff make all the

difference – the customer service needs to be there or the customer won't come back. When it comes to packaging, we go for simple and elegant. We're have our own ribbon, we have our own stickers, and we think that something like this – simple and straight to the point – on a plain bag or box is much more striking than a busy design."

## **LUCY SCOTT PAUL, BAH HUMBUGS**

"Do something original that hasn't been done before so that your product stands out. There are so many sweet shops nowadays that it's good to be innovative rather than copy what others are doing. It's important to buy the best sweets that you can, don't go for the cheap imitation products. And fantastic customer service is key – as the supermarkets are now jumping on the sweetie bandwagon, you need to give your

customers the best service they could imagine. That way, they'll keep on coming back to you rather than shopping at large supermarkets."

## **KEITH TORDOFF, THE OLDEST SWEET SHOP**

"A good sweet shop should sell quality traditional confectionery, with staff who have a knowledge of their products and have actually taste tested so they know what they are talking about when a customer asks about any particular sweet. Presentation should be the best but can only work if complemented by the very best sweets, not the cheapest that can be bought from a wholesaler, and likewise not using cheap packaging. Our online orders are also packaged so they are received by the customer with excitement and the same big smile on their face when they open the parcel as they do when visiting the shop."

“A good sweet shop has to stimulate the customer's happy childhood memories”

“Staff make all the difference – the customer service needs to be there or the customer won't come back”



## A legendary new line from Jelly Belly®

Jelly Belly has joined forces with DC Comics to launch the Super Hero Collection featuring the iconic images of BATMAN™, SUPERMAN™ and WONDER WOMAN™. Super Hero Mix features special shimmering versions of popular Jelly Belly jelly bean flavors in 60g Grab & Go® Bags perfect for snacking or gifts and 28g bags for impulse purchases or party favors. Also available in 125g 10-Flavour Gift Boxes with flavours like Shimmering Bubble Gum, Orange, Red Apple and Sour Apple. Super heroes and sensational flavours — it's another unbeatable combination from Jelly Belly.



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Our story is simple - much like the ingredients in our Licorice. As a family business we decided to do one thing and do it really well.

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