EXCITING PRODUCTS, LATEST TRENDS, EXPERT ADVICE

2022

CONFECTIONERY & CHOCOLATE BUYER

From the publishers of SPECIALITY FOOD



PUTTING CHOCOLATE BACK INTO DRINKING CHOCOLATE

CRAFTED DRINKING CHOCOLATE BEADS

VYPR

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Sweet Ways to Say Happy Holidays



Jelly Belly® Gift Boxes



Jelly Belly® Clear Gift Boxes



Jelly Belly® Christmas Mix

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WELCOME TO CONFECTIONERY & CHOCOLATE BUYER

Welcome to the 2022 edition of *Confectionery & Chocolate Buyer*, brought to you by the publishers of *Speciality Food*.

From the finest chocolate demonstrating provenance and environmentally-friendly credentials to fruity sweet treats, free-from options and products perfect for gifting, we've covered it all in this publication so you can stock confectionery with confidence for the next 12 months.

We also share expert advice on how to sell chocolate and confectionery right now, from display tips to creating a magical retail experience for your customers, and explore the past, present and future of indulgence.

Within these pages you'll also find profiles of some of the most exciting and popular chocolate and confectionery makers in the market today, so you can get behind the scenes of the sector as it stands in 2022.

I hope you find it an enjoyable and informative read.



HOLLY SHACKLETON | EDITOR
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SWEET WAYS TO SAY HAPPY HOLIDAYS

Jelly Belly Has the Perfect Gifts for Everyone

The Jelly Belly® brand is known for excellence, innovation and variety. The name Jelly Belly is synonymous with the jelly bean in the United States and their popularity has been growing in the UK because of their bold flavours, bright colours and fun licensed products. With an extensive selection of Jelly Belly SKUs, everyone is sure to find something they love.

Over 150 years of candy-making excellence

The Jelly Belly Candy Company has a family heritage dating back to the 19th century providing them with an expert level of knowledge into the art of candy-making. Each generation of the founding family has contributed to the company and passed the candy-making legacy on to the next generation. Today, the Jelly Belly Candy Company is currently owned and operated by the fourth, fifth and sixth generation descendants of the original founder.

Great care goes into the creation of each individual jelly bean, of which there are more than 100 different flavours! Most jelly beans only contain flavouring in the shell of the bean, but the Jelly Belly Candy Company revolutionized the jelly bean in the 1960s by creating a mini gourmet jelly bean with flavouring in both the center and the shell to give each bean an undeniable burst of flavour. Every element of the manufacturing process is designed to enhance the flavour and texture of the jelly bean – a level of quality that takes time. It can take up to 14 days from start to finish to make one jelly bean! This standard of care and quality is just one of the reasons that makes Jelly Belly jelly beans a great gifting item during the holidays.

Unique seasonal gifts

Jelly Belly Candy Company is offering a wide range of seasonal packaging this year to provide customers with impressive holiday gifts. Some of the most popular gifting items are the seasonal Jelly Belly gift boxes. Complete with a holiday bauble design on the front, these gift boxes are available in both a 125g 10-flavour box as well as a 250g 20-flavour box. Smaller gift box options include the 113g acrylic gift boxes with either a NOEL or HoHoHo design on the lid. These clear gift boxes include five Jelly Belly jelly bean flavours in seasonal colours and are the perfect size to use as a stocking filler.

Also available this year is the 45g mini gable box of Jelly Belly Christmas Mix jelly beans. This box features Mr. Jelly Belly in the holiday spirit and is undoubtedly sure to fly off the shelves as a popular seasonal gift.

Year-round appeal

While seasonal packages are extremely popular during the festive season, Jelly Belly also has a large selection of options that can appeal to Jelly Belly lovers year-round. With mini bean machines, Jelly Belly Bean Tins, everyday gift boxes and gold tie-top bags, there is truly something to fit everyone's needs. The Jelly Belly brand has a strong appeal among all age groups and makes a great gifting item year-round or as an everyday treat.

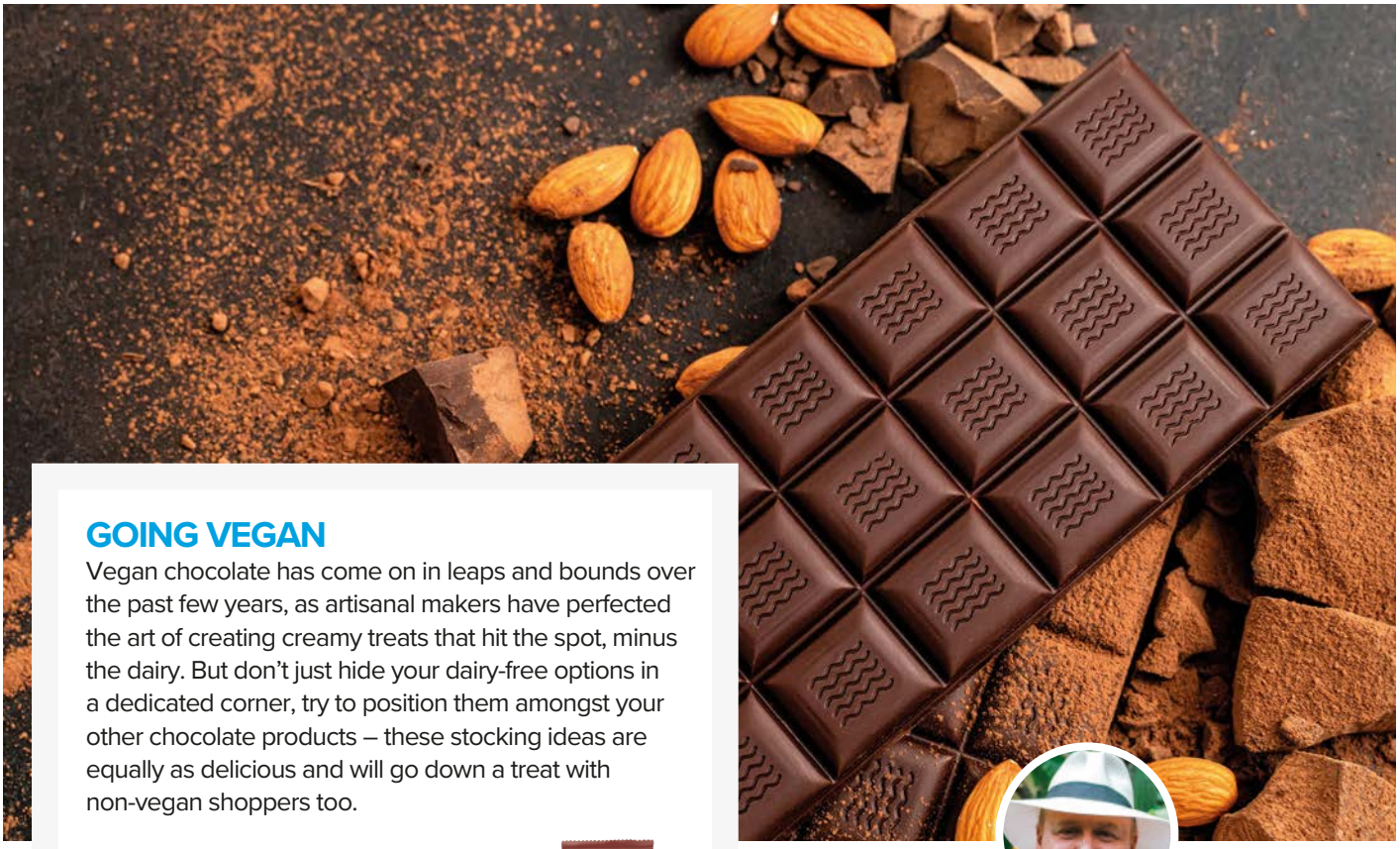
Don't forget to add the Jelly Belly range to your seasonal offerings this year. In preparation for the Christmas season, independents are advised to place their orders early.

Best Imports, UK importer and distributor for Jelly Belly, can be reached on 01727 829 010 or uksales@bestimports.co.uk.

> “Every element of the manufacturing process is designed to enhance the flavour and texture of the jelly bean – a level of quality that takes time”

CHOCOLATE CRAVINGS

Whether dark, milk, white or free-from, chocolate is the ultimate way to indulge. It makes the perfect treat for both yourself and your loved ones and caters to almost every occasion. This year, consumers are on the hunt for sustainable practices, vegan ingredients and innovative flavours, so be sure to keep your shelves stocked to the nines with these trends.



GOING VEGAN

Vegan chocolate has come on in leaps and bounds over the past few years, as artisanal makers have perfected the art of creating creamy treats that hit the spot, minus the dairy. But don't just hide your dairy-free options in a dedicated corner, try to position them amongst your other chocolate products – these stocking ideas are equally as delicious and will go down a treat with non-vegan shoppers too.



MIA GHANA GOLD CREAMY CASHEW VEGAN M!LK CHOCOLATE
Roasted cashews are ground into dark chocolate to create a creamy texture and nutty notes nestled in the earthy flavour of pure roasted cocoa.
empirebespokefoods.com

RHYTHM 108 ROASTED ALMOND BUTTER CHOCOLATE
Swiss vegan m'lk chocolate, filled with a deliciously nutty, smooth almond filling that melts in your mouth to deliver the indulgence factor without compromise.
rhythm108.com





RAW GORILLA SMOOTH & SILKY HAZELNUT CHOK BAR
No sugar added chocolate sweetened with lucuma and made with the finest Peruvian cacao, hazelnuts and Mediterranean carob.
rawgorilla.co.uk

"We're seeing expansion into ingredients that are better for the planet. Chocolate made with oat milk is continuing to grow in popularity and there is exciting innovation in this space. Oat milk production uses 80% less land than cow's milk, as well as using less water and producing less CO_2 emissions"

PAUL MORRIS, EUROPEAN SALES MANAGER AT LUKER CHOCOLATE

THE AVERAGE **BRIT** WILL CONSUME **7,560** CHOCOLATE **BARS**, **2,268** SLICES OF CHOCOLATE **CAKE** AND **8,316** CHOCOLATE **BISCUITS** IN A LIFETIME

SOURCE: BRITISH HEART FOUNDATION



INNOVATIVE

While traditional bars will always be a mainstay, stocking innovative flavours could help set you apart from the multiples when it comes to chocolatey indulgence. Look to far-flung corners of the globe for inspiration or keep it British – the choice is yours!



PUMP STREET SOURDOUGH & SEA SALT CHOCOLATE
Sourdough is an intriguing inclusion in this dark chocolate bar, it gives the chocolate a gentle crunch and a pleasant yeasty taste that works incredibly well with the sea salt.
pumpstreetchocolate.com

LIKKLE MORE CHOCOLATE MILK & PLANTAIN
A decadent bar, featuring sweet and creamy dark milk chocolate jazzed up with Jamaican crispy plantain bits for a taste of the Caribbean.
likklemorechocolate.com





LOK BARK PINEAPPLE & MANGO
This 70% dark chocolate bark features dried pineapple and mango for a fruity twist that balances out the richness of the cocoa.
thebestofsouthamerica.co.uk

COMFORT FOOD IS HERE TO **STAY**. AS WE HEAD INTO THE **WINTER** AND **FINANCIAL** TIGHTENING OF **HOUSEHOLD** FINANCES, **INDULGENCES** MAY BE THE **ONE** THING THAT **REMAINS** IN THE **SHOPPING** BASKET

BEN DAVIES, FOUNDER AND CEO OF INTELLIGENCE PLATFORM VYPR

OUTSIDE THE BOX

Thinking outside the traditional bar or box will keep you on the road to success this winter, as chocoholic consumers look for other ways to spread, snack on or share indulgence. Round out your chocolate shelves with these tempting treats that go above and beyond.



FELLOW CREATURES CHOC HAZELNUT & CACAO NIBS SPREAD
Loosely inspired by the favourite childhood classic, this spread features freshly-roasted hazelnuts, coconut sugar and cocoa powder blended with a dash of cocoa nibs for an extra crunch.
fellowcreatures.co.uk

SQUIRREL SISTERS CACAO BROWNIE SHARE BAG
These award-winning, no added sugar snacks will satisfy your taste buds as well as your health, packed with natural ingredients such as cashews, dates and cacao.
squirrelsisters.com





KARU CACAO CASHEWS
Karu adds a crunchy chocolatey twist to your snacking game with hand-roasted cashews coated in cacao and a delicate layer of salted caramel.
karu.co

PRODUCER SPOTLIGHT



JOY POTS

High quality, affordable gift and treats. The Joypots range includes sweet and savoury snacks presented in premium crisp packaging ideal for gifting and treats for every occasion. Its affordable price points represent excellent value for money and Joypots' new branded crate stand is a perfect addition to any quality store. Please get in touch for your unique offer. Free branded crate stand with your first order – minimum order quantity applies.
joypots.com

SHARING THE LOVE

What does true indulgence mean to Summerdown? Jo Colman shares the view from his regenerative business



SPOKESPERSON



JO COLMAN
SUMMERDOWN

"There's a poet I like who says the job of the poet is to turn words into worlds; I think the job we have in speciality food is to take concepts and turn them into product." These are the words of Jo Colman, a producer on a simple mission to spread the positive impacts of the very best food. "Through suppliers and speciality stores – the delis, the farm shops, the independent retailers – we have the opportunity to inspire consumers to invest in beautiful products that taste great, look amazing and do really good things for the planet."

The team at Summerdown, the Peppermint People who blend the essence of their homegrown Black Mitcham peppermint into the very best ethically-sourced chocolate, take this partnership with their retail stockists very seriously. Last November Summerdown became only the second UK farm to win B Corp status, meaning every box of its gorgeous Peppermint Thins, Crisps, Creams, Fondants or Truffles connects your consumer with a thriving ecosystem that's making a difference for the planet. "We're a regenerative business," says Jo. "So that means always thinking about how every place our operation touches – the land, the people we work with, the places that stock our delicious chocolates and teas – can be creatively restored. In the farm right now that means drilling a green cover crop to restore the soil structures over winter. In our marketing it means engaging the imagination: not pushing consumption but inviting people to involve Summerdown in key moments of their day and make those moments better."

It speaks to the regenerative principles Summerdown holds that the farm has a 50-year business plan to continue growing fantastic produce in a thriving environment.



"We love what we do and I'm really proud of our range," says Jo. "I think it's amazing, and that's a nice starting point to have."



A DELICIOUS ALTERNATIVE

With the demand for free-from growing ever greater, Justin Posner, owner of Chocobel, is the expert on all things sugar-free

SPOKESPERSON



JUSTIN POSNER
CHOCOBEL

The free-from market is booming, and the demand for sugar-free, gluten-free and plant-based confectionery has never been greater. Whether it's for health or lifestyle reasons, consumers are increasingly on the lookout for guilt-free snacking opportunities, and retailers must recognise the opportunity to stock high-quality sugar-free, gluten-free, no added sugar and vegan products which create more profit than ordinary confectionery. To fulfil this gap, Chocobel has taken big strides in launching a full range of free-from vegan confectionery.

Supplying the independent trade for over 16 years, Chocobel specialises in the wholesale importation and distribution of sugar-free, no added sugar, sugar reduced, free-from and vegan confectionery. Chocobel has become the market leader of confectionery wholesalers in the UK for sugar-free and no added sugar products thanks to the comprehensive selection of 1,000 confectionery lines, including around 300 different sugar-free products.

We stock a wide variety of wholesale bulk confectionery including loose sweets, sugar-free chocolates, vegan jellies, jellybeans, fudge and liquorice, as well as bulk bags, boxes and other packaging materials to provide a complete wholesale confectionery solution. Best of all, the vast majority of our products are not available in supermarkets, and as such, retailers can price the products as they wish without having to compete with supermarket prices.

As well as a plethora of British brands including Simpkins, Bristows and Radfords, Chocobel also offer exclusive European products from the likes of deBron and Torras.

Holland-based deBron offers sugar-free and no added sugar alternatives of classic sweets including wine gums, jellybeans, and marshmallows, catering to consumers with dietary requirements including lactose-free, gluten free or sugar-free.

Spanish producer Torras produces chocolate with only natural ingredients, which are free from sugar and gluten, without having to compromise on the quality of the product and its moreish flavour.



> Chocobel has taken big strides in launching a full range of free-from vegan confectionery





WHAT'S NEXT FOR INDULGENCE?

Ellen Manning explores its history and opportunities within the confectionery sphere

COMMENTATORS



DR NEIL BUTTERY
FOOD HISTORIAN



JAMES BRIDGER
COASTAL COCOA



ALBERT CHAU
FIFTH DIMENSION CHOCOLATES



ROSIE GINDAY
MISS MACAROON



ANDREAS DIAKOU
THE FINE HARVEST



JENNIFER EARLE
CHOCOLATE ECSTASY TOURS

There aren't many people who don't love a sweet treat. From chocolate to cakes, sweets and other sugar-laced goods, the confectionery market is a multi-billion pound global business. According to market research firm IBISWorld, the UK chocolate and confectionery market is worth £3.8bn in 2022. Our love of indulgent edible goods dates back centuries, and despite concerns that the cost-of-living crisis could see people cut back on their sweet treats, if the Covid pandemic is anything to go by, it's likely that many of us will continue to turn to confectionery to get us through the tough times.

Past

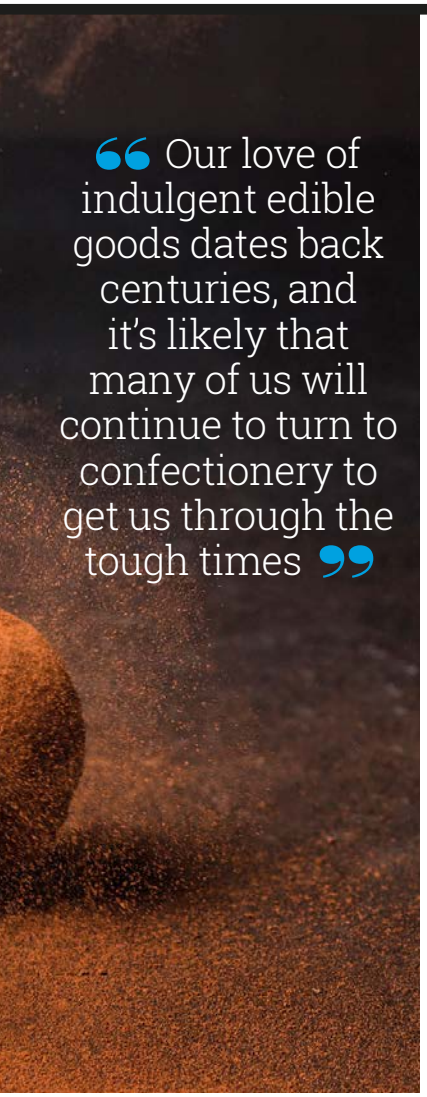
The idea of sweet stuff as a treat dates right back to medieval times, explains Dr Neil Buttery, food historian and author of The Dark History of Sugar. From the early days when sugar arrived in the UK, confectionery and sweet treats became commonplace at the dinner tables of kings and lords. As well as being tasty, sugar was often seen as a demonstration of wealth, he told *Confectionery & Chocolate Buyer*, with Queen Elizabeth often having sugar banquets entirely consisting of sugar.

"Everything was sugar, including the cutlery and crockery. And she'd be eating sugar plums, candied fruits, that kind of thing." Confectionery, in part, was the result of needing to mix expensive sugar with other ingredients to make a more affordable treat, explains Buttery. But later, as Europe started producing more sugar it became less expensive, making it accessible to the masses, and heralding the launch of some of our best-known big-name brands, from Rowntree's to Cadbury and Fry's, as well as the likes of Mars in the US. From there, it's no secret that confectionery became big business, no longer symbolising wealth but instead meaning comfort and indulgence. Even in the Boer War at the turn of the 20th Century, Buttery notes that Queen Victoria ordered Cadbury to send boxes of chocolates to soldiers at Christmas, explaining, "It wasn't just a treat, it was a taste of home."

Present

Fast forward over 100 years, and during the Covid lockdowns, artisan confectioners and chocolatiers noticed that same desire to lift people's spirits by sending them something sweet. It's something James Bridger, who founded Hastings-based Coastal Cocoa three years ago, noticed and says still hasn't stopped – just now people have gone back to buying in person rather than online. Bridger started out focusing on truffles and bonbons, but soon realised that when it comes to indulgence, people don't always need it to be innovative. "In the chocolate world we all tend to focus a lot on innovation and coming up with things that are a little bit wild and out there. But I've got to say it's the classics that pay the bills. We do try to innovate and come up with a new flavour each month to keep things interesting, but it's those staples that people come back for again and again. Bars are a little bit less interesting to make but the truth is, people love chocolate bars. When you're immersed in the chocolate world they may seem a little boring and traditional, but actually they're classics for a good reason."

The oldies may be the more favoured, but that doesn't stop people experimenting, says



> Our love of indulgent edible goods dates back centuries, and it's likely that many of us will continue to turn to confectionery to get us through the tough times

Albert Chau, general manager of London-based Fifth Dimension Chocolates. "Flavour-wise, we're seeing an increasing trend with Asian flavours and Nordic flavours – the latter could be due to more high quality Scandinavian bean-to-bar chocolate makers entering the market and their use of local ingredients. The Asian flavours seem to be led by a rise in interest in all things Japanese. Southeast Asian flavours are also on the rise – maybe consumers are seeking out the more exotic ingredients and flavours, especially with the lack of travel in the last two years.'

With artisan products across the board, changes in consumer preference are never just about flavour and taste. For many, health is a key driver – even in confectionery and chocolate. Bridger has seen an increase in the number of people interested in higher percentage chocolate and the accompanying lower sugar content. "We get people come in and say they're diabetic and they need something that can fit with their medical condition. But you also get people who are looking for the higher percentage because they're aware that means it's lower sugar. Up until now, I've only really been doing stuff up to around 70% dark chocolate, but I'm definitely looking at doing some bars up to 85%."

Miss Macaroon, a Birmingham-based social enterprise set up in 2011 to provide opportunities for young people, has arguably been ahead of the game when it comes to ensuring its French macarons are inclusive in terms of dietary requirements. As well as being the only company in the world that can Pantone-match its macarons to any colour, a large proportion of those are gluten-free. Founder Rosie Ginday MBE says this doesn't mean they have to taste any less delicious. "For us, it was really important that gluten-free didn't mean it didn't taste as good. I think with the rise of beautiful, delicious vegan treats, people haven't lowered their expectations. So we still have to focus on quality and taste." While some in the sector might be nervously waiting to see whether the government's new rules on advertising for high fat, sugar and salt (HFSS) products put a dent in their profits, Ginday thinks the changes aren't likely to deter her customers, who are likely to be relatively moderate in their consumption of a luxury treat. Equally, while the cost-of-living crisis means people might have less disposable income to spend on treats, the desire for indulgence isn't going anywhere in her mind. "There's a real desire for treating, and I don't think that's going to change. I think people will still want to treat, they might just do it fewer times."

Chau too has noticed a rise in vegan and alternative products, but sees a difference between consumers looking for 'healthier' alternatives and those driven by taste and indulgence. "For artisan products, I think most people are still looking to 'hit the spot' because they want that indulgence, and they consider these as special treats rather than something they eat regularly, so they want to enjoy that experience. Often, they don't want to compromise if they are looking for that occasional treat. But obviously some people have switched to plant-based/vegan diets or aim for a reduced-sugar/alternative sugar in their daily diet, and they are on the lookout for these more specialised products – for them it's less about the health but more about not violating their lifestyle choice. Some will compromise on the taste aspect for a while but they are always on the lookout for the better products."

He, too, has noticed a trend for higher percentage cocoa as a way to reduce sugar intake.

Alongside rising health considerations, the desire to buy sustainable products includes confectionery and chocolate. "We get less people asking about this side of things than around low sugar," says Bridger. "But we still get one or two people a week coming in and talking to us about supply chains." Chau agrees, saying provenance has become increasingly important in artisan chocolate. "Now a lot more customers are more informed, some of the buzzwords are no longer sufficient. Consumers want to know where the ingredients are from, so to differentiate themselves from competitors, producers are starting to be more specific and transparent."

Future

With changes already afoot, could we see confectionery and chocolate change beyond recognition, with indulgent treats replaced by healthy, sustainable snacks? "Artisan confectionery has been on a steady rise over the last decade, and the demand for speciality chocolate is now as high as ever," says Andreas Diakou, founder of The Fine Harvest. "Consumers continue to indulge in multisensorial chocolate experiences, and look towards discovering new flavours with multiple textures." In his view, while discerning customers are willing to spend a little more for quality and variation, innovation is necessary to attract new customers, which includes embracing the ongoing trend towards functional foods. "Combining tasty chocolate and healthy ingredients with an associated benefit will help brands remain current in a crowded marketplace," he adds. "Furthermore, a continued move towards sustainability will mean consumers will be ever more conscious about how their purchasing choices are impacting the environment, making this a key overall factor for the long term success of artisan confectionery producers."

Jennifer Earle, founder of Chocolate Ecstasy Tours and food consultant at The Next Delicious Thing, agrees. "From a premium category perspective I expect prices to rise and businesses to offer more high quality, high percentage bars, and bars with more unusual ingredients – both indulgent and 'healthy' – to be added," she says. "Premium companies will need these offerings to truly showcase the quality of their chocolate and what they can do for a less-price-sensitive audience."

PRODUCER SPOTLIGHT

DTM PRINT



Eddie Edible Ink Printer prints photos, logos, designs and text directly onto tasty food like chocolate, candy, sugar sweets, baked goods and other confectionery, using EU and FDA approved edible ink, which is kosher, halal and vegan. Due to direct printing, there is no strange film or aftertaste, which would decrease the quality of the food.

With Eddie it's fast and simple to produce personalised confectionery products for birthdays, weddings, corporate hospitality and holidays. They are individual, special, stand out from the crowd and open up new profits for chocolate makers.
dtm-print.eu









LET IT SHINE

Let real chocolate be the star in your winter drinks offer – and discover how Cocoa Canopy's versatile beads can dazzle all year around

When was the last time you considered your hot chocolate range? Does it meet your customers' desires to be cosseted and comforted, thrilled and spoilt with a truly superior warm drink that's easy to achieve at home? As Christmas approaches and life's little luxuries become all the more precious, it could be time to see what Cocoa Canopy's range of real chocolate drinks can bring to your retail sales, and the appeal of your café or coffee counter.

If there's one trend that cuts through all others in our modern age, it's purity of concept. Wise to complicated industrial-sounding additives, ultra-processing and over-engineered competitors, consumers are following their instincts to purer, simpler products with a story to tell. That's why the drinking chocolate range from Cocoa Canopy strikes such a chord with true chocoholics. Truly putting the chocolate back in to drinking chocolate, the Surrey-based company has a simple yet unique proposition: shiny beads of excellent, sustainable chocolate that make really great hot chocolate, and much besides.

It all begins with excellent chocolate sourced within the Cocoa Horizon scheme and Rainforest Alliance certified. Secret recipes (with no palm oil) are followed to create an intense drinking chocolate base available in five varieties: Rich Dark, Smooth Milk, Salted Caramel, Milk & Dark, and single origin Ecuador Dark, made with 70% cocoa. Every single SKU, from the 225g packs to the 500g Gift Sets and 900g Refill Pouches, comes in entirely plastic-free packaging that can be composted or recycled. That's thanks in part to innovative NatureFlex cellulose film derived from wood pulp, which allows your browsing customers to see the shine on the real chocolate beads without compromising their environmental ideals.

Top chocolates aren't a new concern for Cocoa Canopy, which has been working with the finest ingredients for over a decade. Previously known as Sloane's Hot Chocolate, the company began by making bean-to-bar confectionery. The accidental creation of shining nuggets of chocolate just perfect for whisking through milk or using in countless recipes came in 2013, bagging the brand Great Taste Awards and the accolade of *The Daily Telegraph*'s Best Hot Chocolate in 2016.

In 2020, the company moved to new manufacturing premises – dubbed 'The Shinery' – to keep up with demand for its superior hot chocolate beads. The recent restage is just the latest step in a long journey to always delight and never disappoint customers, and meet their hot chocolate fantasies with a unique product that delivers.

"I couldn't be prouder that Cocoa Canopy is moving the drinking chocolate industry forward," says Nav Notay, managing director at Cocoa Canopy. "Our unique beads are a true USP, enabling us to give consumers not just a superior hot chocolate but a versatile ingredient offering a year-round addition to your beverages selection.

"Tested with all kinds of milk as well as hot water, Cocoa Canopy Drinking Chocolate is ideal served over ice, or for adding to an espresso to create a mocha, meaning we also give retailers and foodservice customers a sophisticated caffeine-free alternative. Putting the chocolate back into drinking chocolate is our focus and we're achieving it with our range of five, which we are currently expanding with gifting and larger foodservice formats."

From red velvet hot chocolate to a glossy ganache frosting, or an indulgent porridge topper to an ideal ice cream ingredient, there are so many ways the professional and home cook can bring the authentic taste of chocolate to their cooking.

They can find recipe ideas for warming hot drinks and crowd-pleasing cocktails on the Cocoa Canopy website.

"Truly putting the chocolate back in to drinking chocolate, the Surrey-based company has a simple yet unique proposition: shiny beads of excellent, sustainable chocolate that make really great hot chocolate, and much besides"

Putting chocolate back into drinking chocolate



In the past, chocolate drinks have been overly sugary with little cocoa content. We're changing that.

A true taste of chocolate in every sip.

Vegetarian Society APPROVED · CRAFTED IN THE UK · PLASTIC FREE PACKAGING · PALM OIL FREE · SUSTAINABLY SOURCED · SECRET BLENDS · GLUTEN FREE · Vegetarian Society Vegan APPROVED

cocoacanopy.co.uk
@cocoacanopy

HAND CRAFTED Cocoa Canopy REAL HOT CHOCOLATE

#Find your happy place

THE GIFT OF INDULGENCE

Presenting a loved one with a box of sweet creations has been a popular way to mark occasions and affections for generations – if not centuries – and the tradition continues unabated in 2022, with stunning packaging designs and innovative formats and flavours catering to all of today's consumer tastes. Experts at Mintel say that chocolate is by far the most popular food item to buy as a gift, reflecting its long history of gifting, plus the wide range of different formats and flavour profiles allowing it to appeal to a wide audience.



NEXT-LEVEL GIFTING

When stocking confectionery gifts, opt for something just that bit more special that makes it worthy of gifting, but don't forget to sell them at a range of price points – or ignore the self-gifting opportunity! Indeed, according to Mintel, price is the predominant factor influencing shoppers' purchase of food and drink gifts, followed by brand and attractive packaging.



FARHI CHOCOLATE COVERED ALMONDS
Almonds coated in chocolate and presented in hand-painted bonbonnieres.
farhi.co.uk

RHYTHM 108 VEGAN FESTIVE TREE DECORATIONS
Creamy hazelnut hollow chocolate baubles made with 100% vegan, organic, gluten and palm-oil free ingredients.
rhythm108.com





SEGGIANO RICH CHOCOLATE PANETTONE
A light, fluffy and luxurious cake.
seggiano.com

THE TRUFFLE FACTOR

Truffles have long proven themselves an invaluable format for confectionery gifting; arguably little comes close to replicating their luxurious texture and indulgent flavour, and they're available in so many flavour variants that shoppers of all palate persuasions are sure to find one to fall in love with.



JOE & SEPH'S DARK CHOCOLATE CARAMEL TRUFFLES
Signature caramel sauce within a smooth Belgian chocolate shell lightly dusted with cocoa powder.
joeandsephs.co.uk



MARSHALL & BROWN GOURMET SALTED CARAMEL RUM TRUFFLES
A sumptuous salted rum caramel truffle, balanced with fine Jamaican Rum.
marshallandbrown.co.uk



LOVE COCOA CARAMEL BIRTHDAY CAKE TRUFFLES
Rich caramel and chocolate ganache encased in a white chocolate shell and a colourful splattering of sprinkles.
lovecocoa.com



BRITISH SHOPPERS SPENT **£61 MILLION** ON **CHRISTMAS CHOCOLATES** IN **2021**, AN **INCREASE** OF **21%**

SOURCE: FRASER MCKEVITT, HEAD OF RETAIL AND CONSUMER INSIGHT, WORLDPANEL DIVISION, UK, MINTEL



"Food and drink gifting occasions will remain resilient during the income squeeze in 2022-23, but there is a strong likelihood of trading down within categories. Recommendations of more affordable substitutes for favourite products should chime in this climate. 'Build your own gift package' initiatives can also help retailers to attract price-conscious shoppers"

SOURCE: ALICE BAKER, SENIOR RESEARCH ANALYST, MINTEL



FREE-FROM FAVOURITES

The free-from confectionery category is going from strength to strength thanks to some exciting – not to mention delicious – innovations from dairy/sugar/gluten-free pros. Consumers following restricted diets no longer need to go without; our picks below will get the ball rolling on a free-from confectionery section worth shouting about.



HAPPI HONEYCOMB NIBBLES
Award-winning crunchy vegan honeycomb covered in delicious, ethically sourced oat m!lk chocolate in plastic-free packaging.
happifreefrom.com

CHOCOCO 100% ECUADOR DARK CHOCOLATE FLAKES
An eye-catching tine of Chococo's most popular single origin hot chocolate variants. Sugar and dairy-free.
chococo.co.uk





GOUPIE ENGLISH LAVENDER
A uniquely textured lavender-chocolate base in a 55% couverture chocolate and topped with candied lavender petals. Vegan-friendly and gluten-free.
goupie chocolate.com

PRODUCER SPOTLIGHT



BOOJA-BOOJA

Multi award-winning chocolate producer Booja-Booja has launched two stylish new gift boxes featuring two of its most popular chocolate truffle flavours. The much-loved classic Fine de Champagne, winner of 23 awards, and Chocolate Salted Caramel, the most popular of the new truffle flavours launched last year, are both now available in 16-truffle single flavour boxes. The format of the new boxes echoes the design of the hugely successful selections, The Signature Collection and The Award-Winning Selection. Together the four create a sensational, contemporary range of luxurious yet affordable gift lines.
boojabooja.com

COMMENTATORS



CATRIN MACDONNELL
PAPADELI



RICHARD PARSON
FUDGE KITCHEN



NEUS TORREBLANCA
MELT



NICHOLAS KITTLE
DOMEA FAVOUR



SIAN HOLT
FUDGE KITCHEN



THE THEATRE OF SELLING CONFECTIONERY

Creating a little magic is key to sales, but not at the expense of a business's livelihood, finds Samantha Priestley

While there's no denying everyone loves confectionery, whether or not people buy it can come down to how it's presented to them. Catrin MacDonnell, director at Papadeli in Bristol, knows catching the eye and drawing customers in is essential to selling.

"Buying in a whole range of chocolate helps, rather than buying one bar from one maker, and another from a different one, as the impact is stronger. For example, the whole range of Land chocolate bars looks really lovely together and we're most probably designed to sit together on the shelf."

It's an important point when it comes to confectionery. Confectionery is all about taste, but that begins with the visual.

"Many of our chocolates are local and British made," says Catrin, "so they have a great back story. For instance, Chocolarder are from Cornwall and use gorse flowers in their chocolate. This really appeals to many of our customers who love Cornwall. We put this information in a shelf talker, giving background on the chocolatier."

Experience matters

This idea of making the act of buying confectionery into an experience for the customer is perhaps more important now than ever. In tough times, we all want a treat, but we are all, also, mindful of costs. Balancing these two opposing things is a tricky tightrope to walk, and creating an experience can be the thing that tips the scales in the favour of sales.

"The theatre of fudge making is front and centre in each of our shops," says Richard Parson, marketing and communications manage at Fudge Kitchen, "allowing customers to feel a part of the process, while also giving them unbridled insight into the process, ingredients, and a lot of skill that goes into making our iconic slab fudge."

It's an approach echoed at MELT where demystifying the process of creating and allowing customers to feel a part of it, can help to build an experience and drive sales.

"We have our open kitchens at the back," says Neus Torreblanca, "so customers can see how their chocolates are made, right in front them. They are then surrounded by all the delicious smells coming from the kitchen. This is something that customers like to see, as it also introduces the concept of fresh products."

Neus has even found that an experience can not only help to sell confectionery, but can be a saleable item in itself.

"We offer chocolate classes and people seem to value, and are willing to pay for, an experience rather than a box of chocolates, and obviously it's a great way to bring people to your boutiques too."

But for some confectionery shops the visuals start even before customers enter the shop, and the experience IS the shop. At Domea Favour in Plymouth, Nicholas Kittle takes customers on a journey and creates a story through the setting of the shop.

"My shop is set up like an old-fashioned, traditional chocolate shop, with warm lighting and classical music playing. The first thing people see outside the shop is a milk churn with my logo on and this sets the tone. As you enter there's an old French dresser displaying products, another display unit is an upcycled Singer sewing machine, and the chocolate bars are displayed in an old pigeon-hole cabinet. Much like my chocolate, the displays are thoughtful, unique and creative."

Samples sell

Involving the customer is an immediate aspect of selling at Fudge Kitchen, as Richard explains.

"Immediate customer interaction with a friendly greeting and the ability to listen to what they really want with 100% attention and focus, is important. In our shops we use samples of our products to help open the conversation and give the customers the chance to 'Judge our Fudge'. And then it's about choice. But not too much. Too much choice leads to confusion and will often mean the customer makes no purchase at all."





Offering samples is a tried and tested trick that really does work. For Neus this tempts customers to buy, and it also works to upsell products when customers come in for something specific.

"We include tastings and the majority of customers end up buying at least one of the chocolates tasted. Giving people an opportunity to try our products, with tasters, also helps to upsell."

Display also plays a big part in upselling, as strategically placed and priced items can prove tempting.

"Creating a big display of only chocolate on one side of the deli looks great in terms of visual impact and really attracts people," says Catrin. "Staff have tried most of the chocolates so they really gush about it and customers trust them to be able to recommend."

Counting the costs

Sian Holt, MD at Fudge Kitchen, has to balance all of this with the current cost of living crisis and rising prices.

"We took a deep breath and had a complete rebrand at the end of 2021 and launched our new wholesale range at the start of 2022 when we adjusted prices slightly on some elements of the range. We moved from four and six slice selections to three and five slice selections, retaining the same weight and size of each slice."

At Domean favour, Nicholas is a little more philosophical about the immediate future.

"I suspect chocolate and sweets in general will take a hit this winter because they aren't a necessity, but if a business can offer a good quality product at a sensible price, they will see that repeat custom."

Moving forward hasn't been so easy for MELT, where costs mean pressing pause on projects and looking at ways to save money in the business.

"We wanted to refurbish one of our boutiques this October, right before Christmas," says Neus. "We were quite excited about it. However, with the current situation we have decided to leave it until next year. We are also cutting back on any new equipment or electricity costs where we can – our coffee machines now gets switched off during the night which we never did before, for example."

Cutting costs in business like this also goes a long way towards reaching sustainability targets. As the two things go hand in hand, it seems the one pushes the other along.

"Following an environmental plan to reduce, re-use and recycle will help," says Sian. "This is all very much part of our sustainability plan. Our internal 'Green' teams are encouraging everyone to think about the little things – switching off lights, being mindful of waste of raw materials and water and reusing whatever they can. We're also working to try and increase our average wholesale order size, encouraging customers to order monthly instead of weekly for example. to reduce freight costs whilst also cutting the carbon footprint."

A community of confectionery

When it comes down to it, at Domea Favour it's all about people, and the theatre of selling.

"There's no substitute for passion and knowing your product," says Nicholas. "Ultimately, you can buy chocolate from anywhere, but 99% of my customers tell me they come to the shop for me – I'm the brand! I feel this comes down to authenticity and being nice to people. I treat loyal customers well, perhaps popping a fresh croissant in with their purchase, or a bonbon to go with their hot chocolate. Don't be afraid to show personality, charisma, and your love for what you do."

The idea of the selling an experience, rather than just a product, through people and a community, can be carried as far as the surroundings allow, and even when done in a small way, it can create that desired buzz.

"In our shops you can always make your own chocolate box by selecting the bonbons you would like inside," Neus says. "This is what customers usually go for, but we do have pre-packed assortments for people that might be in a rush. Another great technique is having available just 2 or 3 sizes at the time and never the smaller size, that way the customer will most likely go straight for a medium or large size box."

> "Demystifying the process of creating and allowing customers to feel a part of it can help to build an experience and drive sales"

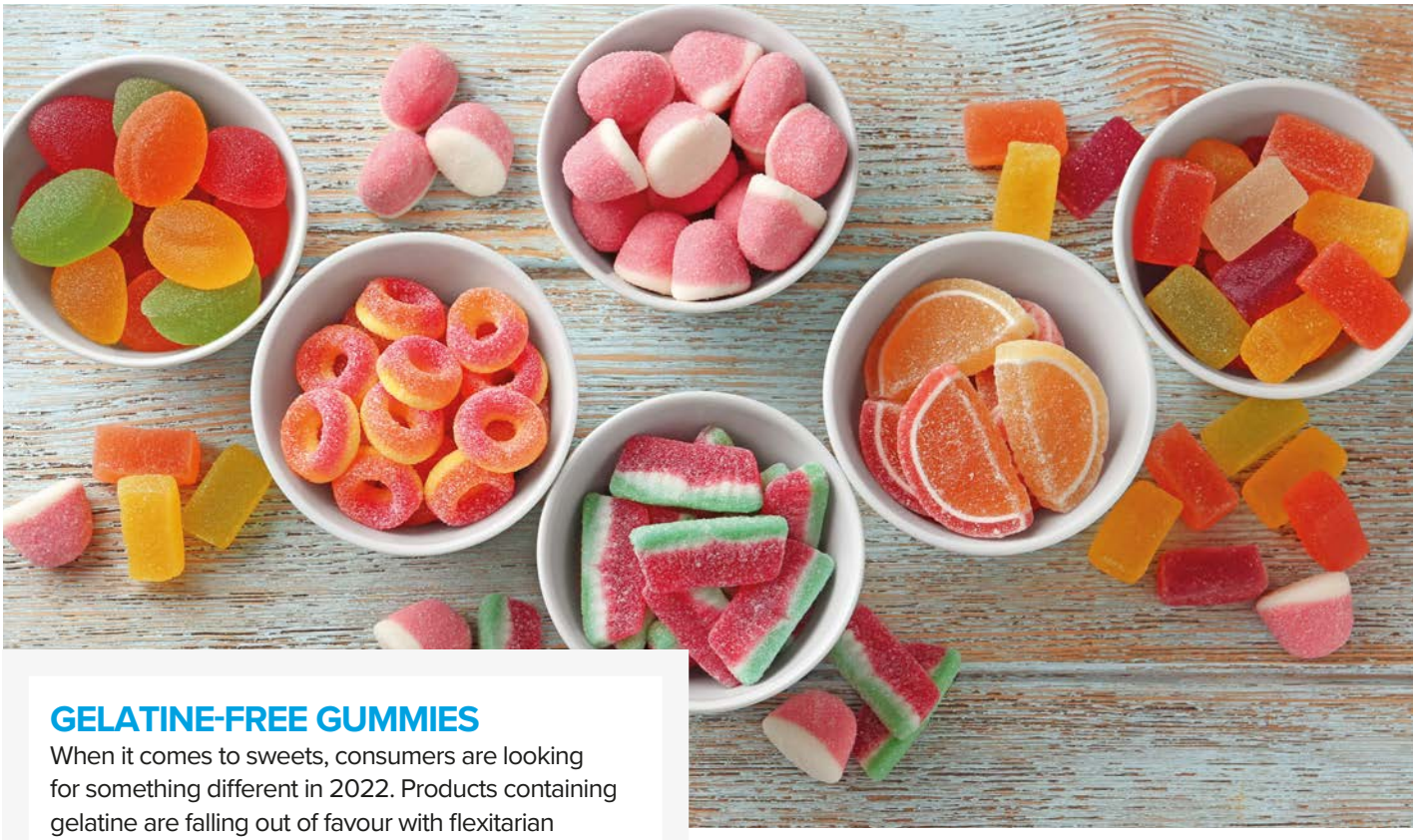
It can even be done remotely, in online spaces.

"Taking that theatricality online, we've worked hard to cultivate the same great experience our customers expect in-store, into the digital space," says Richard. "It's important not to think of potential customers as passive 'followers' through social media but instead as a truly invaluable community who will often champion your product."

When confectionery is theatre and customers are the audience, the show always goes on.

A SWEET ESCAPE

Jelly and gummy sweets are certainly a favourite among the younger generations – but fine food offers something for sweet-toothed adults to indulge in too. Of course, classic confections like fudge and toffee are also high on consumers' lists, and with the cost-of-living crisis causing concern, nostalgia is more important than ever. Stock a variety of traditional flavours and innovative options and your customers will relish a sweet escape.



GELATINE-FREE GUMMIES

When it comes to sweets, consumers are looking for something different in 2022. Products containing gelatine are falling out of favour with flexitarian customers, and with health-focused consumers looking more closely at ingredient lists, buyers will benefit from searching for low sugar and all-natural tags in jelly and gummy sweets. Stocking sweets that everyone can eat – whether vegan, gluten-free or conventional – will ensure sweet success this year.



TASTY MATES PEACHES & CREAM
These tempting vegan treats are made with natural flavourings and colourings and packaged in a 100% recyclable pouch.
tastymates.co.uk

JEALOUS SWEETS TANGY WORMS
These gluten-free and vegan fizzy worms are flavoured with real orange, apple, lemon and strawberry juices, resulting in a natural treat for kids and adults alike.
thejealouslife.com





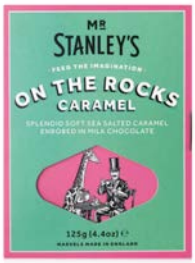
BIONA ORGANIC MINI FRUIT BEARS
These organic Tutti Frutti Jelly Bears from Biona are suitable for vegetarians and vegans and fun for everyone, whether you're five or 85.
biona.co.uk

A TASTE OF NOSTALGIA

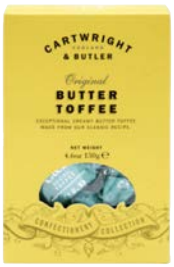
Retro and nostalgic flavours and products are making a comeback, as consumers look to familiar tastes during difficult times. Stocking classic British confections such as toffee and fudge may provide your customers with a sense of comfort, so make sure you have a few varieties on offer.



ENJOY! VELVETY VANILLA CHOCOLATE FUDGE
This organic vegan fudge is made using coconut milk instead of dairy and the best Madagascan vanilla powder, with a hint of lemon juice to balance out the sweetness of the coconut sugar.
joyofenjoy.com



MR STANLEY'S ON THE ROCKS CARAMEL
This British classic features sea salted caramel toffee enrobed in milk chocolate for a sweet treat that's worth the indulgence.
mrstanleys.co.uk



CARTWRIGHT & BUTLER TOFFEES
Ever since its creation back in the 1800s, English toffee has held a very special place in the hearts of Brits, and this classic toffee gets the recipe spot on.
cartwrightand butler.co.uk



UK CONSUMERS SPENT **£12.7 BILLION** ON **SUGAR, CONFECTIONERY** AND **ICE CREAM** IN **2021**

SOURCE: STATISTICA

"Consumers often look for comfort in the familiar in times of uncertainty, and the feeling of nostalgia can make people feel like they are more socially connected and part of a community"

SOURCE: ELYSHA YOUNG, TRENDS MANAGER AT MINTEL

CRAZY CONFECTIONS

With consumers continuously on the lookout for something new, try stocking quirky sweets and confections in novelty shapes and flavours to tick all the boxes. From birthday cake gourmet popcorn to beer mug shaped gummy sweets, there's something for everyone in fine food confectionery.



POPCORN SHED BIRTHDAY CAKE
This gourmet vanilla cake caramel popcorn is adorned with white chocolate and birthday cake sprinkles for an innovative treat.
popcornshed.com



ASK MUMMY & DADDY BEER MUG GUMMIES
These sweet beer mug shape gummies add a pinch of fun to adult confectionery.
askmummyanddaddy.com



COCO SOUR OCTOPUS FOAM SWEETS
These playful octopus-shaped foam sweets are encased in a pouch featuring a fun design by artist Marcus Walters.
cocochocolatier.com

PRODUCER SPOTLIGHT



ROOTLES

The only chocolate-covered vegetable-based sweet biscuit on the market.

Containing over 35% veg, the brand has been launched to satisfy the demand for indulgent guilt-free snacks.

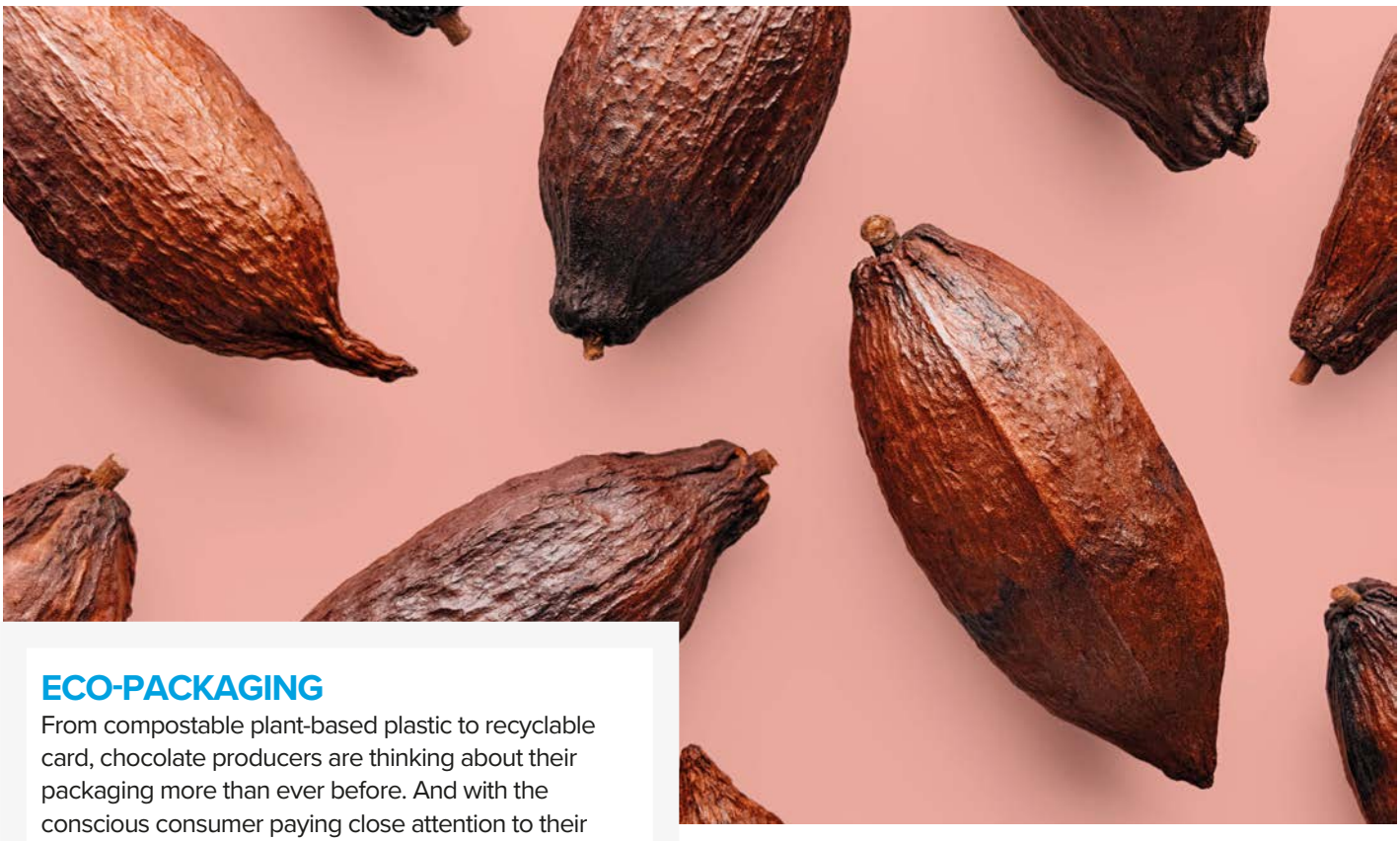
Each pack contains three chocolate-covered finger biscuits, and at only 121 calories, they make a great healthier alternative chocolate treat.

Available in three tasty flavours: milk, dark and white chocolate, all baked with carrot and sweet potato or beetroot.

Your customers understand carrot cake and beetroot brownie.... So now there's Rootles; a vegetable sweetened chocolate biscuit.
rootles.co.uk

ETHICAL CREDENTIALS

With sustainability now a huge concern for shoppers, knowing your products' ethical credentials is crucial to attracting today's conscious consumers. Look for brands shouting about their plastic-free packaging, single-origin status or sustainably-sourced organic ingredients and you'll be on to a winner.



ECO-PACKAGING

From compostable plant-based plastic to recyclable card, chocolate producers are thinking about their packaging more than ever before. And with the conscious consumer paying close attention to their waste, why shouldn't they? Investigate your products' sustainability credentials to avoid greenwashing and stock brands that are tackling the plastic problem.



MONTEZUMA'S BLACK FOREST DARK CHOCOLATE
This dark bar emulates the classic black forest gateaux by evoking lashings of whipped cream, dark chocolate cake and of course, cherries. What's more, the entire range is packaged in sustainable packaging all the way down to the printing ink.
montezumas.co.uk

SUMMERDOWN MINT PEPPERMINT MILK CHOCOLATE
A peppermint milk chocolate bar that pairs single estate peppermint with single-origin Colombian cocoa, wrapped in completely compostable packaging that can be put on the compost heap to decompose.
summerdown.com





PLAYINCHOC ORGANIC PERUVIAN CACAO M.LK CHOCOLATE
Fun vegan chocolate brand PLAYinCHOC uses sustainably sourced 100% organic ingredients and biodegradable, recycled and recyclable packaging, aiming to educate children about the harmful effects of plastic waste on the natural world.
playinchoc.com

SINGLE-ORIGINS TO SAVOUR

Consumers want to know where their food is coming from in 2022/23, and are looking for chocolate and cocoa with a story such as single-origin bars. Single-origin chocolate is so called because the cocoa beans used to create it are taken from just one source, in some instances a single estate or plantation but in many cases a single country. Stocking a range of bars from different areas will ensure a wide selection of flavours and ensure your shelves are sustainable.



PURE 68% DARK CHOCOLATE WITH SLOW ROASTED NIBS
Single-origin Jamaican chocolate with cacao nibs that deliver a nice crunch with a hint of roasted chocolate, and notes of red fruit, sweet spirits and caramel tones.
purechocolate company.com

FATSO NAN'S STASH
A 70% bar with digestive biscuits, toffee and peanuts, made with single-origin cacao from family-owned Luker's Farm in Columbia.
sofatso.com





DEFINITE CHOCOLATE ÖKO-CARIBE 70% CASSAVA
Made with 70% organic cacao from Öko-Caribe, a fine-flavour cacao producer in the Dominican Republic, this bar features cassava crackers and a hint of sea salt for a real Caribbean touch.
definitechocolate.com



75% OF BRITS SAY THEY ARE MOTIVATED TO LIVE A **SUSTAINABLE LIFE**

SOURCE: EIT FOOD'S TRUST REPORT FOR 2021

SUSTAINABLY SOURCED

Ensuring chocolate comes from ethical producers sourcing their ingredients sustainably is becoming increasingly important to consumers, so stocking a carefully curated selection of sustainable bars will appeal to your conscious customers. Make sure to shout about your products' ethically sourced ingredients and the sales will come rolling in.

OMBAR SALTED CARAMEL TRUFFLE
3p from every bar sold goes to help Fundacion Jocotoco's reforestation of the Choco rainforest in Ecuador, where the cacao is sourced sustainably.
ombar.com

TABLE HAITI MILK
Liverpool's first bean-to-bar chocolate maker Table focuses on quality, sustainability and traceability, showcasing the journey of its ethically sourced cacao.
tablechocolate.com



FIRETREE CHOCOLATE PHILIPPINES 72%
Firetree deals with farmers directly and offers them a substantial premium above the market rate, meaning they can afford to maintain high ethical and sustainable standards and still provide for their families.
firetreechocolate.com

75% OF CONSUMERS THINK THAT **SINGLE-ORIGIN CHOCOLATE** IS MORE **PREMIUM** AND **SUSTAINABLE** COMPARED TO **STANDARD CHOCOLATE**

SOURCE: BARRY CALLEBAUT



MAKE IT A MAGICAL HOLIDAY!

Jelly Belly Candy Company expands its line of Harry Potter-inspired confections just in time for seasonal sales

There are few cultural creations that capture the imagination like the Wizarding World. This season, you can bring its magic to your autumn and winter sales thanks to the ever-popular range of Harry Potter-inspired confections. Created by Jelly Belly Candy Company and brought to UK retailers by Best Imports, this range is sure to produce magical results for your seasonal sales.

"We love how Wizarding World fans can enjoy a unique confectionery adventure inspired by the Wizarding World," says Tony Alfano of Best Imports. "Judging by early orders, there is no question that the Harry Potter range will again be some of the most sought-after items this festive season. The Harry Potter-inspired products made by Jelly Belly Candy Company are always very special indeed. Everyone wants a piece of it."

Butterbeer™-inspired treats

Launching just in time for the festive season, new Butterbeer™-inspired chewy sweets and milk chocolate bars are available now in creative pack types. This marks the first time fans can enjoy this unique flavor from the Wizarding World in a candy form. Moulded in the shape of a traditional Butterbeer mug, Butterbeer chewy candy is an excellent replica of the iconic drink in both looks and taste. It comes in a variety of packaging including a 59g bag, a collectible Butterbeer tin or a real glass mug with a collectible Butterbeer coaster. For the Harry Potter fans that favor chocolate, the Harry Potter™ Butterbeer™ Milk Chocolate Bar is a decadent milk chocolate treat with a creamy Butterbeer-flavoured meltaway center. Each of the bar's six squares are detailed with shapes of Butterbeer barrels giving it a unique touch. While both the Butterbeer Chewy Candy and Butterbeer Milk Chocolate Bar are sure to make great Christmas gifts for any Harry Potter fan this year, they will also be available to stock your shelves year-round so everyone can enjoy this unique flavour after the festive season.

Charming Gifts

Butterbeer-flavoured sweets won't be the only new Harry Potter-inspired items hitting shelves this year. Jelly Belly is also adding an advent calendar, a dispenser and clear gift box to the Harry Potter range.

Featuring an image of Hedwig, Harry's loyal owl companion, flying over the iconic Hogwarts castle, the Harry Potter Advent Calendar makes the countdown to Christmas sweeter than ever with windows that open to popular Jelly Belly jelly bean flavours. With the growing popularity of advent calendars and the love of the Wizarding World brand, this is expected to be a top selling item this year.

The Harry Potter House Points Counter Dispenser is a new jelly bean dispenser inspired by the famed house points counter in the Harry Potter film series. With a press of the button, the Sorting Hat will provide an answer to the most coveted fan question: am I Slytherin™, Hufflepuff™, Gryffindor™ or Ravenclaw™? Each Hogwarts House is represented with an "hourglass" shape which can be filled with either green apple, lemon, cherry or blueberry jelly beans. This dispenser will be available year-round starting this autumn.

Jelly Belly has also launched the 113g Harry Potter Gift Box which is available now. It includes five popular flavours of Jelly Belly jelly beans and features character depictions of Harry Potter, Hermione Granger, Ron Weasley and Professor Dumbledore on the lid. Its compact size and charming illustrations will make it a great stocking filler for any Harry Potter fan.

Diverse Range

Since Bertie Bott's Every-Flavour Beans gained international appeal, Jelly Belly has been expanding their Harry Potter range with new items almost every year. More recent additions include the Harry Potter Gringott's Galleon Milk Chocolate Coins and the Harry Potter Golden Snitch made of solid milk chocolate. This year, the range continues to expand with seven new items! There are now dozens of Harry Potter-inspired treats that include candy dispensers, milk chocolate, chewy candy and jelly beans. Relevant to multiple generations, this line is a year-round best seller and with so much variety, every Harry Potter fan is sure to find something they love!

Best Imports, importer and distributor for Jelly Belly's Harry Potter range, can be reached on 01727 829 010 or uksales@bestimports.co.uk.

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> "Jelly Belly is adding an advent calendar, a dispenser and clear gift box to the Harry Potter range"

New

FOREST FEAST®

Original Snack Explorers

NUTM!LK Chocolate

We're Vegan



Non HFSS • Gluten Free • More Cocoa Less Sugar

forestfeast.com

ENCHANTING GIFTS FOR THE HOLIDAYS



The Harry Potter™ line of confections from Jelly Belly keeps expanding with new treats just in time for the holidays. No fan will be able to resist these exciting new items including the Harry Potter House Points Counter Dispenser and Butterbeer™ Chewy Candy – a truly unique flavor to the Harry Potter franchise. Contact Best Imports to make sure your shelves are stocked with these exceptional gifts which are sure to delight any Harry Potter fan this holiday season.

WIZARDING WORLD | Harry Potter

Jelly Belly

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