EXCITING PRODUCTS, LATEST TRENDS, EXPERT ADVICE

2021

CONFECTIONERY & CHOCOLATE BUYER

From the publishers of SPECIALITY FOOD



SMOOTH BLENDS

NIEDEREGGER MARZIPAN – CLASSIC OF THE YEAR

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SHARE THE JOY OF JELLY BELLY



Make the most of the holiday season with uncommonly irresistible gift ideas from Jelly Belly®. These unique seasonal items feature a variety of flavours and shelf popping graphics to make them the perfect gift. For all your Jelly Belly needs, contact Best Imports today!



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WELCOME TO CONFECTIONERY & CHOCOLATE BUYER



Welcome to the 2021 edition of *Confectionery & Chocolate Buyer*, brought to you by the publishers of *Speciality Food*.

Confectionery and chocolate have always played an important role in our lives, from treating others and indulging ourselves to soothing frayed nerves and celebrating. The challenges we've all experienced over the past 18 months have led comfort eating to become an ever-more popular pastime, with shoppers returning to childhood classics and familiar favourites like never before; and quality producers and fine food retailers have been ripe to cater to this demand.

Health has also been a hot topic, and we've witnessed shoppers become more conscious than ever of what they're putting in their bodies and how this affects their overall wellness. Brands have rushed to innovate around this opportunity, offering independent fine food retailers a myriad of exciting new products to stock to satisfy this healthy new craving.

The *Speciality Food* team is publishing *Confectionery & Chocolate Buyer* at the perfect time to jump on these trends, and you'll find intel about these updates and more within the pages that follow. You'll also find profiles of the makers of some of the industry's most delicious confections, so you can find out more about what goes on behind the scenes as well as get a taste for what's to come.

HOLLY SHACKLETON | EDITOR



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CHRISTMAS WITH JELLY BELLY

With a family heritage dating back to the 19th century, Jelly Belly Candy Company has perfected the art of making jelly beans

The Jelly Belly® brand is known for excellence, innovation, and variety. Most jelly beans only contain flavouring in the shell, but Jelly Belly revolutionized the jelly bean in the 1960s by creating a bean with flavouring in both the center and the shell giving each bean an undeniable burst of flavour. Great care goes into the creation of each individual bean, of which there are more than 100 flavours! Every element of the manufacturing process is designed to enhance the flavour and texture of the jelly bean and this level of quality takes time. It can take up to 14 days from start to finish to make one jelly bean!

New flavours, bold colours and fun licensed products are driving Jelly Belly jelly beans' growing popularity in the UK as an everyday item positioning them as the perfect launch pad for the Halloween and Christmas sales periods. With such an extensive selection of Jelly Belly SKU's to choose from, everyone, both consumer and retailer, is sure to find something to suit their requirements.

Unique seasonal gifts

Customers love the taste of Jelly Belly jelly beans and the seasonal packaging available this year makes them great holiday gift items. A product that consistently sells out is the popular advent calendar filled with familiar and much loved Jelly Belly jelly bean flavours. A window reveals a delicious Jelly Belly treat each day leading up to Christmas Eve including a special assortment on the 24th. This year, the calendar comes in a fun Christmas tree shape with baubles hung by Mr. Jelly Belly himself.

Other popular gifting items are Jelly Belly's gift boxes. Complete with a seasonal bauble design on the front, these gifts boxes are available in a 125g box with 10 flavours of jelly beans and 250g with 20 flavours, but the ultimate gifting option is the large 600g gift box with 50 different jelly bean flavours.

Smaller gift box options include the 113g acrylic gift boxes featuring 5 jelly bean flavours in seasonal colours that are available with both NOEL and HoHoHo designs. Similar acrylic gift boxes are also available in Boo! and Sugar Skull designs for Halloween.

Also available this year is the new 45g mini gable box of Jelly Belly Christmas Jewel 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 stocking filler.



Year-round appeal

While seasonal packages are extremely popular around the holidays, so are the options that can appeal to Jelly Belly lovers year-round. The mini bean machine incorporates the nostalgic vibe of classic candy dispensers and can be filled with up to 650g of jelly beans. The luxurious gold tie-top bags are ideal for sharing as are the wide range of boxed items which are also available in a variety of flavour combinations. And look out for the popular impulse purchases – single flavour novelties, small gift items and the Jelly Belly Bean Tins.

Don't forget to add the Jelly Belly range to your seasonal offerings. 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

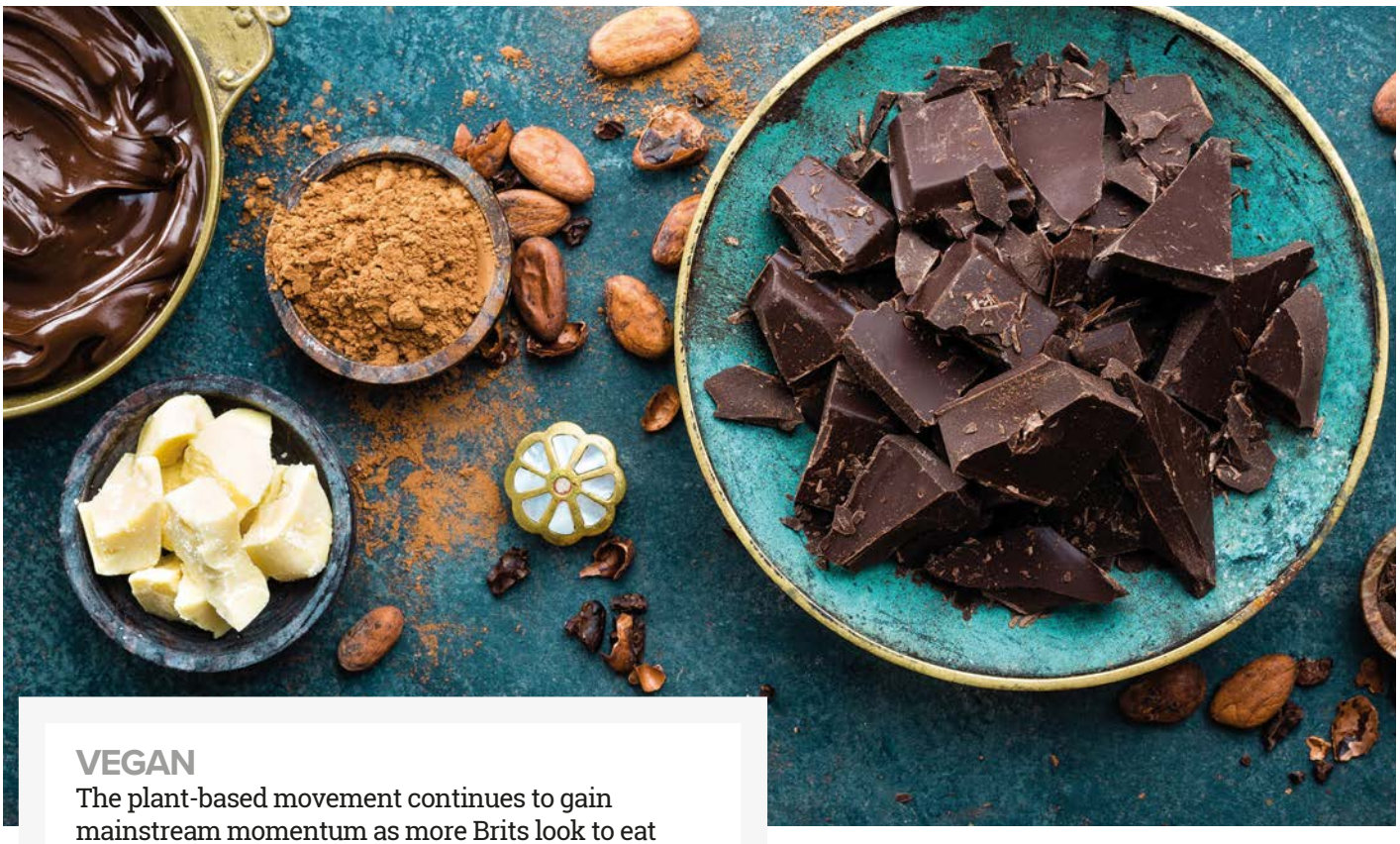




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CONSCIOUS CONFECTIONERY

The pandemic rocketed health concerns to the forefront of consumers' minds, but when it comes to chocolate and confectionery, shoppers want to have their cake and eat it too. Luckily, today's free-from market is chock full of brands prioritising fantastic flavours, ethical ingredients and vegan and allergen-free formulations



VEGAN

The plant-based movement continues to gain mainstream momentum as more Brits look to eat sustainably. It's another trend that has been helped along by Covid-19: one in four Brits reduced the amount of animal products they consume since the start of the pandemic, according to research by The Vegan Society. Retailers should keep an eye out for vegan-friendly formulations, many of which are using oat milk today – research by Mintel found that oat milk is now the nation's favourite alternative plant-based milk.



GOUPIE 55% HOT CHOCOLATE
Luxurious hot chocolate tin filled with Goupie's 55% vegan hot chocolate to make at home.
goupiechocolate.com

LOVE COCOA SOUR CHERRY & STRAWBERRY 70% DARK CHOCOLATE
Vegan-friendly Peruvian dark chocolate bursting with sweet British strawberries and sour cherries.
lovecocoa.com



RHYTHM 108 CHOCOLATE ORANGE BAR
An indulgent orange cocoa filling with oats and crunchy amaranth, coated in creamy Swiss chocolate. Vegan, organic, gluten and palm oil-free.
rhythm108.com





"Last year, we saw more consumers seek out plant-based food during lockdown as they became more health-conscious while consumers continued to scrutinise ingredients lists with a fine-toothed comb, favouring ingredients they know and recognise over anything they can't find in their own kitchen cupboard"

KAMIL SAWICKI, VP GLOBAL HEAD OF COCOA POWDER AT OFI

PALM OIL-FREE

Ethical credentials are high on consumers' priority list, so producers are increasingly shouting about the steps they're taking away from harmful environmental practices. Take palm oil: some chocolate makers use it to create a smoother appearance and keep their product from melting, but it's a major driver of deforestation in some of the world's most important forests, according to the WWF. As consumer awareness of the issue rises, it's becoming increasingly important for retailers to consider when choosing the products they stock.



MUNZ SWISS ORGANIC RASPBERRY
Made from natural, Fairtrade ingredients, and 100% carbon-neutral, palm oil-free, soya-free and sustainably packaged.
munz.ch/bio

PROPER CHOCOLATE POPCORN BAR SALTED CARAMEL
Vegan hand-crafted and palm oil-free, these combine popcorn, nuts and rice crispies with Fairtrade chocolate.
proper.co.uk





KYOOT ORIGINAL
Crafted by Belgian chocolatiers and containing no refined sugars, fake sweeteners, emulsifiers, palm oil or GMOs. Vegan-friendly and organic.
eatkyoot.com

SALES GROWTH IN THE FREE-FROM FOODS MARKET ACCELERATED IN 2020, WITH VALUE SALES RISING BY 16.9% YEAR-ON-YEAR TO BREAK THROUGH THE £1 BILLION CEILING

SOURCE: MINTEL'S UK FREE-FROM FOODS MARKET REPORT 2021

GLUTEN-FREE

With one in 10 people in the UK avoiding gluten, ensuring you stock products that cater to a gluten-free lifestyle is a must for retailers today. While chocolate doesn't contain gluten on its own, other ingredients that are commonly added can, so coeliacs and those who are looking to avoid gluten in their diets will be scouring products for clear free-from labels. These products provide just that.



FLOWER & WHITE RASPBERRY CRUMBLE MERINGUE BITES
Fairtrade chocolate-covered meringue bites that are gluten-free, contain natural flavours and colours and no additives.
flowerandwhite.co.uk

NOMO CARAMEL CHOC BAR
Dairy, gluten, egg and nut-free. Produced in Kinnerton's pioneering nut-free factory.
nomochoc.com





ISLAND BAKERY SWEET FA GLUTEN FREE DOUBLE CHOC CHIP
Gluten-free, organic and suitable for vegans, combining crisp cookie with creamy dark chocolate chunks.
islandbakery.scot

ON-THE-GO VEGAN

Busy, post-Covid lifestyles call for grab-and-go packets, pouches and bars that are ready to be tucked in a pocket or bag. Not only do these products offer retailers a last-minute upsell by the tills, but they provide customers with a plant-based pick-me-up while out and about.



PRI'S PUDDINGS POCKET SIZED PIES PEANUT BUTTER PIE
Simply scrumptious plant-based confectionery, made with only five ingredients.
prispuddings.co.uk

SQUIRREL SISTERS CACAO ORANGE BROWNIE BITES
Award-winning, no-added sugar treats that will satisfy your tastebuds as well as your health.
squirrelsisters.com



OGGS® SNACK BAR MILLIONAIRE
100% plant-based, baked snack bars made with OGGS® Egg Alternative Aquafaba, which produces 75% less CO2e than eggs.
loveoggs.com



HELP SALES GO OFF WITH A FIZZ!

A taste sensation reformulated to be kinder to the planet? Sounds Fabulicious...



No one needs confectionery – your customers will quite easily meet their nutritional needs in the other aisles of your shop – but for sheer excitement, indulgence and nostalgia, sweets are the big joy-bringer. None more so than Fabulicious: bright, tangy and stimulating pops of sheer pleasure that will deliver a burst of fun into your range. Because when you need to inject a little playfulness into your confectionery offer, Fabulicious is just the ticket. The range of zingy chews are essentially skinny logs of fizzy sherbet expertly wrapped in delicious fruity chew.

The soft eating texture is a particular speciality of RJ's, New Zealand's beloved confectioner and creators of soft chewing liquorice par excellence, who have bought the licence to create Fabulicious from previous holders Nestlé. This year the North Island manufacturer has announced the removal of palm oil from all its SKUs (even though under Kiwi labelling law it can be hidden as 'vegetable oil'), a reformulation process that has taken three years and testing of more than 200 alternative ingredients. The winning ingredients? Rice bran and coconut oil, which have been carefully integrated to the process to deliver the same taste, mouthfeel, texture and shelf life as the original recipe. The switch ensures both confirmed Fabulicious fans and your customers can enjoy the tongue-tingling confectionery safe in the knowledge its not contributing to habitat loss in Indonesia and Malaysia.

The feel-good factor is infectious; the vibrant fruity chews – available in Green Apple, Raspberry and Raspberry Twist – give your customers the chance to 'get a taste for the tingle'! So when you've nailed your high-cacao chocolate selection and got your sophisticated caramels and traditional hard candies in place, don't forget to make space for something a little bit Fabulicious too.

> "When you need to inject a little playfulness into your confectionery offer, Fabulicious is just the ticket"



SAVOURING WHAT IS SWEETEST

From the foothills of the Swiss Alps, Siddhi Mehta is making a more sustainable world – one bake at a time



In many ways, Siddhi Mehta is a woman ahead of the curve. While it took a global pandemic to reintroduce most people to a slower pace of life, Siddhi has long appreciated taking her time. It was a move to Switzerland – home to ancient slow-food delicacies and epic landscapes – that inspired her to start baking the kind of nutritious treats that can be lingered over.

Today the business she founded – Rhythm 108 – blends the tradition and heritage of Swiss chocolate making with modern-day ethics and values. From their bakery in the foothills of the Swiss Alps, the team of world-class chocolatiers and patissiers use their skills to create delicious chocolate, biscuits and cookies that are vegan, organic, palm-oil and gluten-free. "We exist to delight those who lead a modern lifestyle by offering products that encourage a much-needed break from the everyday to 'savour la petite pause'," says Siddhi. "We want to inspire big change through small treats by pushing innovation, pioneering sustainability and advocating ethics to leave a better planet for the consumer of tomorrow. By championing taste and quality, we ensure that those who follow a plant-based or gluten-free diet can find delicious treats without having to compromise on indulgence."

Rhythm 108 may hand craft its bakes using time-honoured Swiss artisan methods, but the ingredients involved follow the contemporary demand for lighter, more nourishing indulgences. Flour, butter, sugar and eggs are replaced with hearty nuts, gluten-free grains and the finest organic cacao, creating treats that are cleaner, kinder and taste delicious. From firm favourites such as the creamy Hazelnut Truffle 100g bar to the Chocolate Orange 33g bar (that gets its delicious crunch from amaranth) Rhythm 108 is always finding ways to deliver award-winning flavours and textures in a sustainable way.

> "We want to inspire big change through small treats by pushing innovation, pioneering sustainability and advocating ethics to leave a better planet for the consumer of tomorrow"



A GIFT TO REMEMBER

Foodie gifts became increasingly popular during the pandemic when consumers couldn't see their loved ones in person, but chocolate has always held a special place in hampers, gift sets and tied up in bows. This year, look for premium packaging, local provenance and convenience when stocking your shelves



GIFTING CHOCOLATE

As a steadfast favourite in the gifting market, you can't go wrong with chocolate, but keep an eye out for products with striking packaging designs: research by Mintel found that nearly a tenth of UK chocolate buyers spend more on luxurious packaging, and nearly a third pay more for premium packaging for special occasion or gift chocolate. Luxe ingredients are also a must: almost a quarter of UK chocolate buyers said they'd pay more for chocolate with high-quality ingredients like single-origin cocoa when buying as a gift.

HONEY TRADITION DARK CHOCOLATE
Infused with fiery spices, honey and bee pollen. Decorated with additional bee pollen for a striking finish.
honeytradition.com





FIRETREE COLLECTION GIFT BOX
The Collection contains all seven single-estate varietals in a stunning gift box. Ranging from 69% to 100% cocoa, grown in volcanic soil.
firetreechocolate.com

LA PERLA DI TORINO PISTACHIO & RASPBERRY CHOCOLATE TRUFFLE
Soft and delicious white chocolate with whole green pistachios and scented raspberries, enriched by a thin sugar veil.
laperladitorino.it/en



PREMIUM CHOCOLATE WAS VALUED WORLDWIDE AT **$29BN IN 2020** AND IS **PROJECTED TO GROW** AT A COMPOUND ANNUAL GROWTH RATE OF **9.2%** BY **2026**

SOURCE: MORDOR INTELLIGENCE



MORE THAN **2 IN 5** WILL **PAY MORE** FOR SUPER-PREMIUM CHOCOLATE BRANDS **FOR GIFTING**

SOURCE: MINTEL UK CHOCOLATE CONFECTIONERY INDUSTRY REPORT 2020

CHOCOLATE SPREADS

A jar of something special will brighten up any foodie's day – especially when there's chocolate involved. Why not sell a selection of chocolate spreads as part of a baking kit or in a hamper with equally decadent biscuits? Eagle-eyed consumers will be hunting for these convenient grab-and-go gifting options prior to the holiday season.



HAPPY MAMA BANANA AND CHOCOLATE
Made with bananas, apples, sugar, dark chocolate, moka coffee and vanilla.
happymama.it

SEGGIANO CHOCOLATE LOVERS GIFT BOX
All three of Seggiano's luscious vegan organic cacao hazelnut spreads in a beautiful gift box.
seggiano.com



FABALOUS ORGANIC HAZELNUT AND COCOA SPREAD
A delicious combination of organic hazelnuts, cocoa and chickpeas.
befabalous.com



GIFT SETS

Selection boxes provide a thoughtful gifting opportunity for anyone on customers' lists – from colleagues to in-laws to partners. While they're great to stock year-round, gift sets are at their most in-demand during the festive season, so be sure to provide shoppers with a decent selection of decadent products. Those with strong provenance and quality ingredients are poised to be a hit this year.



ANANDA'S PLANT-BASED MARSHMALLOWS & MALLOW BISCUITS GLUTEN-FREE GIFT BOX
Chocolate biscuit and gelatine-free marshmallow with gooey centres and Belgian chocolate handmade in Derbyshire.
anandafoods.co.uk



DINA FOODS BAKLAWA
Enrobed chocolate baklawa within a best-selling luxury baklawa selection.
dinafoods.com



WICKED & WONDERFUL COUTURE CHRISTMAS CHOCOLATE BOX
A selection of handmade, seasonally inspired chocolates using fairer than Fairtrade Madagascan chocolate.
wickedandwonderful.co.uk

CHRISTMAS

From funky novelty to luxe indulgence, advent calendars have become big business in recent years, and chocolate calendars dominate the market. In one four-week period in 2019, £28m was spent on advent calendars, up 1% from the previous year. As the gift that keeps on giving for both consumers and retailers, stock at a variety of price points, and be sure to keep the vegan crowd in mind. But Christmas is not only about advent calendars; fun gift sets and festive-themed chocolates are great speedy purchases for any last-minute gifting crisis.



H!P HAPPINESS IN PLANTS SALTED CARAMEL ADVENT CALENDAR
24 squares of deliciously creamy oat milk chocolate blended with seductively sweet and savoury salted caramel.
hipchocolate.com

CHOC ON CHOC CHOCOLATE PIGS IN BLANKETS
Handmade from delicious Belgian chocolate, pigs in blankets will never be the same again!
choconchoc.co.uk





LOVE COCOA LUXURY CHOCOLATE TRUFFLE CHARITY ADVENT CALENDAR
Featuring decadent truffles behind every door, with 100% of profits from the sale going to NHS Charities Together.
lovecocoa.com

BEST BAR NONE

Fine chocolate meets casual convenience in Summerdown's inspired new launch

SPOKESPERSON



JO COLMAN
SUMMERDOWN

Convenience has had something of a rebrand in recent times, with home snacking and boxset-session indulgence elevated to excite the tastebuds of a population a little more likely to stay at home. Consumers keen for something extra special need look no further: Hampshire's 'peppermint people' have created a new range of grab bars that set a new standard in dressed-down decadence.

The three new bars from Summerdown celebrate a much-loved combination: Summerdown's single estate Black Mitcham peppermint and the finest single-origin Colombian cocoa. Customers can choose from a peppermint dark chocolate, made with 70% cocoa; a peppermint dark chocolate crisp bar, made with intense 70% cocoa and peppered with sugar crystals; or a peppermint milk chocolate bar, made with 37% cocoa. Even better, the dark chocolate and dark chocolate crisp bars are suitable for vegans.

"We are unbelievably excited to launch these three new bars," says Jo Colman, who today heads up the family business founded by his grandfather. "Our Black Mitcham peppermint is very special – it's a pure, unblended English variety that has a refined and distinctive taste, unlike any other mint your customers may have tried. Paired with the finest chocolate we could source and made in the UK with sustainable packaging, we're delighted to be able to share the taste of Summerdown with more of your customers through these easy-to-grab bars."

The British appetite for snappable bars of fine chocolate is sharp: recent statistics from Mintel suggest 73% of chocolate is eaten in the evening with nearly half of Brits enjoying a few squares to help them relax and unwind. The bars are great for conscious consumers, too. As you'd expect, the new additions support Summerdown's wider ethics which extend to every corner of the farm. Each bar is wrapped in fully biodegradable packaging, with both paper wrapper and foil fully home compostable.



> "We're delighted to be able to share the taste of Summerdown with more of your customers through these easy-to-grab bars"



THE SWEET TASTE OF TRADITION

Whatever the months ahead bring, the sweet comforts of quality will never go out of fashion



In these crazy times, steadfast confectionery traditions are especially welcome. This year, as every year since 1806, fine marzipan maker Niederegger is gearing up to wow and delight customers for a winter season of celebration, feasting and cosy in-the-home indulgence. The annual announcement of the 'loaf of the year' (Cherry Marzipan with White Chocolate Chunks) and the classic of the year (Hazelnut Caffe Latte in Milk Chocolate) is testament to the care and passion Niederegger chefs bring to their craft.

Thanks to its PGI status, strict legal definition permits four types of marzipan from the town of Lubeck where the beloved chocolates are made. Niederegger marzipan is 100% marzipan paste and, importantly for the final eating experience of its chocolate-covered confectionery, Niederegger is the only premium manufacturer that exclusively produces its marzipan paste itself, always using Mediterranean almonds and roasting the mass in copper vessels.

The result? An exquisite range that will thrill your customers. "After the last 18 months, this year the Christmas season will be even more important than ever for families and friends to get together," says Andrew Mitchell, whose business The Fine Confectionery Company has been bringing Northern Germany's finest chocolate-coated marzipan to the UK market since 2002. "Premium confectionery gifting is a perfect solution for these events. It feels like the season may be extended as we all try to catch up with a few more friends and family to compensate for many missed occasions."

Niederegger's classic confectionery is certainly worthy of such precious occasions. New this year is a collection of four double chocolate SKUs (Black and White dark chocolate marzipans with white chocolate chunks), a new collection of Minis (16 little chocolates in a variety of flavours, fruity, nutty and dessert collections) and We Love Chocolate: 12g individually-wrapped, bite-sized chocolates, with crunchy fillings of berries, waffle, toffee and liquorice.

> "Niederegger is gearing up to wow and delight customers for a winter season of celebration, feasting and cosy in-the-home indulgence"



FOR THE LOVE OF CHOCOLATE

Universally regarded as one of the tastiest ways to treat yourself and loved ones, chocolate has long been a go-to for shoppers looking for a delicious indulgence. Today's appreciation for provenance, quality and intriguing flavours is a boon for independents; by exploring the myriad of delicious options in the market, indies can position themselves as destinations for discerning chocolate lovers. Be sure to cater for the new demand for healthier options, sustainability and at-home occasions.



BEYOND THE BAR

Think beyond the classic chocolate bar to satisfy the cravings of true chocolate-lovers. Baked goods, versatile ingredients and chocolate-forward snacks offer a delicious way to round out the confectionery selection across your store.



POGGIO DEL FARRO WHOLEGRAIN SPELT CANTUCCI BISCUITS WITH CHOCOLATE CHIPS
Traditional Tuscan biscuits made with spelt.
poggiodelfarro.com

THURSDAY COTTAGE CHOCOLATE & ORANGE CURD
A smooth and silky chocolate and orange flavour curd made in small batches that can be used as a spread or in baking.
thursday-cottage.com





DOUGHLICIOUS CHOCOLATE PEPPERMINT SNACKABLE DOUGH
All-natural, organic, vegan, gluten-free and low in sugar, making it the perfect guilt-free indulgence for the Christmas party season.
doughlicious.co.uk

> "Confectionery industry icon Barry Callebaut names the top four trends to watch out for in chocolate as: Indulgent Moments; Good For Me; Chocolates I Trust; and Taking New Forms"

FREE-FROM INDULGENCE

While in the past vegan and free-from variants of chocolate treats may have seemed a bit 'worthy' and less of an indulgence than their conventional counterparts, today's free-from options are anything but. Position in your free-from section as well as amongst your other chocolate products; we bet that they'll go down just as well with shoppers not following a free-from diet.

HAPPI OAT M!LK HONEYCOMB NIBBLES
Made using oat milk, these chocolate nibbles are a vegan-friendly and gluten-free way to enjoy a treat on-the-go.
happifreefrom.com





MR POPPLE'S PUMPKIN SPICE CHOCOLATE BAR
Limited edition bar made with 43% raw cacao. Organic, vegan-friendly and sweetened with coconut sugar.
mrpoppleschocolate.co.uk

ILOVE SNACKS ILOVE CHOCOLATE
Sustainably produced vegan 70% Cocoa Belgian chocolate drops.
ilovesnacks.co.uk





TRADITIONAL WITH A TWIST

Classic chocolate products will always be popular (and delicious), but stock some of the industry's more innovative items to set yourself apart from the crowd.



CHOCOLATE MOMENTS BAR OF CRISPS
A moreish combination of ready salted crisps and creamy sweet milk chocolate.
chocolate-moments.co.uk

SUMMERDOWN MINT PEPPERMINT DARK CHOCOLATE CRISP BAR
A pairing of Summerdown's prized single estate peppermint with the finest single-origin Colombian cocoa.
summerdownmint.com





DOISY & DAM DARK CHOCOLATE TRUFFLES
Melt-in-the-middle dark chocolate truffles, finished off with a pinch of sea salt and wrapped in home compostable wrappers.
doisyanddam.com



3.8 MILLION SHOPPERS BOUGHT BOXES OF CHOCOLATES IN THE WEEK **PRECEDING VALENTINE'S DAY 2021**, AN **INCREASE OF 18%** ON 2020

FRASER MCKEVITT, HEAD OF RETAIL AND CONSUMER INSIGHT, KANTAR WORLDPANEL



BRILLIANT BARS

Chocolate bars are a classic confectionery product for a reason. The fact they're perfectly giftable – to yourself or a loved one – makes them a great workhouse of your chocolate selection. Look for provenance and other markers of genuine quality to maximise this opportunity.

MUNZ SWISS ORGANIC
A new Swiss organic chocolate made from natural, fairtrade ingredients for sustainable chocolate pleasure: 100% carbon-neutral, palm oil-free, soya-free and sustainably packaged in resource-friendly grass paper.
munz.ch/bio





PURBECK CHOCOLATE MADAGASCAN DARK 67% MADIROFOLO
A limited edition chocolate bar with a unique combination of high fruit flavours and a bitter edge.
purbeckchocolate.co.uk

PUMP STREET CHOCOLATE OAT MILK 60%
With a pleasingly fudgy bite and scents of cinnamon, mellow nuttiness and flavours of sweet cream and porridge, this bar offers a genuine alternative for a creamy, milk chocolate. Suitable for vegans.
pumpstreetchocolate.com



ACCORDING TO IBISWORLD, THE **UK CHOCOLATE AND CONFECTIONERY MARKET** IS WORTH **$3.5 BILLION IN 2021**

LIGHT & BRIGHT

Flower & White is whipping up success in the better-for-you sector

Co-founded by Brian and Leanne Crowther, Flower & White began life supplying giant Swiss meringues, from the couples' shed HQ! Fast track to 2021, and the company is creating a storm in the better-for-you confectionery category, having identified a unique recipe for success with its award-winning Fairtrade chocolate bars and bites with a melting meringue middle.

The brand's innovative and pioneering range of light treats signifies a refreshing response to the demand for a healthier chocolate eating experience. The core target audience is 25-45-year-old working women with or without family, however it is mindset rather than age that defines the Flower & White customer – someone committed to making healthier food choices (not always based on weight loss), but without any compromise on taste.

The vegetarian, gluten-free bars and bites deliver an unparalleled flavour sensation minus the unnatural ingredients or artificial sweeteners frequently present in lower calorie products. The gratifyingly chunky bars also represent a sizeable serving – in contrast to bars whose low-calorie claims are largely based on diminished portion size.

The range is presented in striking white packaging, with



colourful graphics to highlight both the different variants and the powerful 95 calorie per bar declaration. The strapline 'Live Lightly and Brightly' drives home Flower & White's credentials as an accessible, healthier indulgence, with strong sustainability claims courtesy of the recyclable, plastic-free packaging, and the sourcing of exclusively Fairtrade chocolate.

The portfolio comprises bars (Hazelnut Praline, Chocolate Crunch, Salted Caramel, Lemon Meringue, Raspberry Crumble), Chocolate covered Meringue Bites (Chocolate Crunch, Salted Caramel and Raspberry Crumble) in a box, Chocolate covered Meringue Bites in a pouch (Hazelnut Praline, Chocolate Crunch, Salted Caramel, Lemon Meringue, Raspberry Crumble), and Meringue Kisses (White Chocolate & Raspberry, Chocolate and Rainbow Fruit).

Chocolate Dipped Strawberry and Double M!lk Chocolate are the two new vegan bars being launched in response to the growth of veganism in the UK. At 85 calories each, the two vegan variants feature a creamy, 100% dairy free chocolate coating and a unique egg-free meringue filling.

> "The strapline 'Live Lightly and Brightly' drives home Flower & White's credentials as an accessible, healthier indulgence, with strong sustainability claims courtesy of the recyclable, plastic-free packaging, and the sourcing of exclusively Fairtrade chocolate"



LET'S GET THE PARTY STARTED!

Confectionery meets cocktail hour: get ready to welcome some seriously grown-up candies

The alcoholic drinks category has been fizzing with innovation in recent years as makers evolve their tipples to tantalise drinkers – and a growing number of abstainers – with exciting new experiences. Step up innovative confectioner Smith & Sinclair, bringing cocktails (surely everyone's favourite indulgence?!) into the realm of fabulous confectionery for the ultimate hybrid treat.

Eat Your Drink is a fresh and fun range of alcoholic gummies that blend all the ingredients of a classy cocktail into a two-bite vegan candy. Fresh fruit, herbs, cocktail syrups and premium spirits are shaken up into enticing 14g chewable sweeties, each coated with an infused sugar garnish.

What's more, thanks to a new partnership with The Fine Confectionery Company (the official UK distributor for candies from this groundbreaking Dutch maker), Smith & Sinclair's brilliant vegan party starters are easier than ever to bring to your customers' attention. Every fabulously funky box contains ten individually wrapped gummies. Gin Obsessed includes Gin Tonic, Elderflower Gin Spritz, Cherry Bramble and Hibiscus Negroni: the perfect gift for the gin lover who has everything! The Night In packs five cocktail classics: Cosmopolitan, Spicy Margarita, Pineapple Bellini, Pina Colada and Tequila Slammer. Finally The Party serves up Pineapple Bellini, Berry Daiquiri, Paloma, Passionfruit Mojito and Raspberry Collins. Meanwhile Just Add Sparkle edible dusts bring Smith & Sinclair-style flavour pop and burst of shimmer to real cocktails.

There are extra reasons to raise your glasses – um, alcoholic gummies – to Christmas this year, with an outsize 24-drawer advent calendar treating lucky owners to a delicious chewable cocktail every day in advent. Festive baubles containing two gummies, and a festive gift set – the perfect stocking filler – completing the range. Add limited edition boxes to the mix (recent releases have included Whiskey Club, Summer Lovin' and the rainbow-adorned Love Box) and confectionery's party glow-up is complete!



> "The alcoholic drinks category has been fizzing with innovation in recent years as makers evolve their tipples to tantalise drinkers – and a growing number of abstainers – with exciting new experiences"



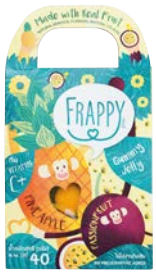
SUGAR RUSH

Jelly and gummy sweets are certainly a favourite among the younger generations – but fine food brands offer something for sweet-tooths in every age group to chew on. According to Mintel, the category was hit by Covid-19 lockdowns, as purchasing opportunities were limited and the urge for impulse buys vanished. But with home workers looking for something sweet to snack on and producers challenging stereotypes with better-for-you formulations, there is plenty for buyers to be excited about today



CHILD-FRIENDLY SWEETS

Producers behind gourmet gummies often target the adult market, but plenty of brands are also offering an innovative take on children's sweets. With health consciousness growing among parents, however, not only should buyers keep an eye out for fun and eye-catching products, but they should also search for those with lower sugar or added health benefits.



TROPICAL FRUITS FUSION CO. FRAPPY GUMMY
Tropical fruits gummy, made with real Thai fruits and vitamins plus.
tropicalfruitsfusion.com

JEALOUS SWEETS GRIZZLY BEARS
Grizzly gummy bears available in four fabulously fruity flavours.
thejealouslife.com





JUST WHOLE FOODS VEGEHOGS
100% plant-based, palm oil and gluten-free, as well as containing only 31g of sugar per 100g.
justwholefoods.co.uk

"The Covid-19 pandemic spells troublesome times for sweets and gum, partly due to their high reliance on social, on-the-go lifestyles. However, it enhances opportunities for sweets around nostalgia, more unusual, globally-inspired flavours and healthier NPD"

EMMA CLIFFORD, ASSOCIATE DIRECTOR FOR FOOD AND DRINK RESEARCH AT MINTEL

THE MARKET FOR **JELLIES AND GUMMIES** IS EXPECTED TO **REACH** A REVENUE OF **$40 BILLION BY 2024**

SOURCE: MARKET RESEARCH FUTURE

> The fun factor of sweets is a previously untapped area that could be enhanced through innovation and more experimental NPD. The lockdowns throughout the pandemic have created more demand for adventure and escapism, creating further innovation opportunities for brands

MINTEL'S UK SUGAR AND GUM CONFECTIONERY MARKET REPORT 2021

TURKISH DELIGHTS

While innovation steals the headlines, tradition still reigns supreme in sweets. Turkish Delights sit at the intersection of classic flavours and all-important international inspiration, so what's not to love? Back in 2018, Turkey exported $15.8 million worth of Turkish Delight in the first eight months of the year alone, according to the Turkish Statistical Institute. The top destination? The UK, with more than 520 tons bought for $1.57 million.



OZERLAT PISTACHIO TURKISH DELIGHT
The perfect balance between delicate roasted pistachio and sweet, soft Turkish delight. Hand crafted in Istanbul.
ozerlat.co.uk

CARTWRIGHT & BUTLER TURKISH DELIGHT SELECTION
A rather delightful selection of this Eastern teatime delicacy with a chewy texture and a dusting of icing sugar.
cartwrightandbutler.co.uk

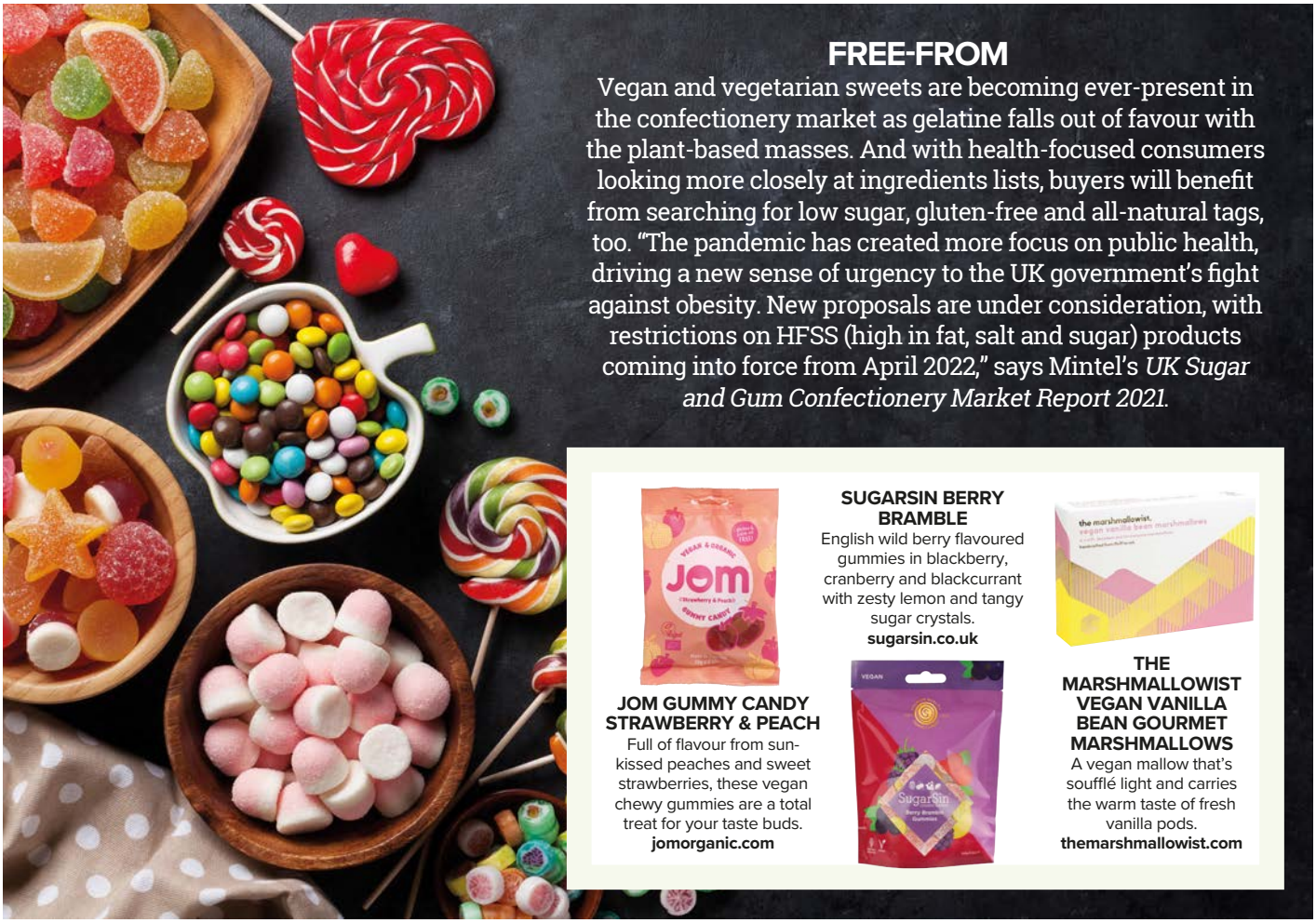




HADJI BEY'S TURKISH DELIGHT
This exotic treat has been one of Ireland's longest-lasting confectionery brands and continues to be a best seller today.
cleeves.net

WHILE **INCREASING DEMAND** IS THE MAIN DRIVER **FOR CONFECTIONERY** PRODUCTS, THE LAUNCH OF FUNCTIONAL JELLIES AND GUMMIES, INCLUDING **GUMMY VITAMINS**, HAS LED TO A **SIGNIFICANT GROWTH OF THE MARKET**

SOURCE: MARKET RESEARCH FUTURE



FREE-FROM

Vegan and vegetarian sweets are becoming ever-present in the confectionery market as gelatine falls out of favour with the plant-based masses. And with health-focused consumers looking more closely at ingredients lists, buyers will benefit from searching for low sugar, gluten-free and all-natural tags, too. "The pandemic has created more focus on public health, driving a new sense of urgency to the UK government's fight against obesity. New proposals are under consideration, with restrictions on HFSS (high in fat, salt and sugar) products coming into force from April 2022," says Mintel's *UK Sugar and Gum Confectionery Market Report 2021*.

JOM GUMMY CANDY STRAWBERRY & PEACH
Full of flavour from sun-kissed peaches and sweet strawberries, these vegan chewy gummies are a total treat for your taste buds.
jomorganic.com

SUGARSIN BERRY BRAMBLE
English wild berry flavoured gummies in blackberry, cranberry and blackcurrant with zesty lemon and tangy sugar crystals.
sugarsin.co.uk

THE MARSHMALLOWIST VEGAN VANILLA BEAN GOURMET MARSHMALLOWS
A vegan mallow that's soufflé light and carries the warm taste of fresh vanilla pods.
themarshmallowist.com

CLASSIC CONFECTIONS

When it comes to sweet indulgences, traditional flavours will always be high on the list for shoppers. Think toffee, fudge and other flavours British consumers have loved for generations; they're classics for a reason, and are just as popular today as they have ever been. Covid has refreshed the consumer hunger for classic comforts, so now's the time to stock up on family favourites.



TOFFEE

Think of traditional treats, and toffee will undoubtedly spring to mind. Moreish, buttery and delightfully chewy, it's clear to see why this confection has stood the test of time. Toffee is popular with shoppers of all ages – especially when innovative options are on offer alongside traditional formats – and great for gifting, too.

GOUPIE SALTED STICKY TOFFEE
A uniquely textured vegan chocolate confectionery product based on an old family recipe and packaged in compostable packaging.
goupiechocolate.com/trade





WALKERS NONSUCH LUXURY SELECTION HAMMER PACK
Includes four chunky toffee bars in Original Creamy, Real Liquorice, Roasted Hazelnut and Nutty Brazil flavours and a traditional toffee hammer.
walkers-nonsuch.co.uk

BOOJA-BOOJA TOFFEE STRUDEL
Melt in your mouth vegan and organic chocolate caramel truffles with caramelised apple pieces, cinnamon and chewy toffee.
boojabooja.com



> "When the wider world is uncertain, turbulent and unpredictable, as it is at the moment, consumers want to make their world, or their immediate universe, their home and their family as comfortable as possible. We expect them to continue to seek solace in and around comfort food despite the beginning of Covid-19 restrictions being relaxed"



CHARLES BANKS, DIRECTOR AND CO-FOUNDER, THE FOOD PEOPLE

FUDGE

Melt-in-the-mouth, buttery and crumbly, there are some moments when only traditional fudge will do. As this is such a simple recipe, ingredients really do count; look for products with provenance, high-quality butter, sugar and vanilla or other flavourings, and be sure to stock classic British versions alongside flavoured options.

BUTTERMILK VANILLA FUDGE
Wonderfully moreish and generously flavoured with natural vanilla.
buttermilk.co.uk





MR STANLEY'S BUTTERFINGERS FUDGE
This fudge contains a luxurious 18% butter content and just the right amount of sweetness.
mrstanleys.co.uk

FUDGE KITCHEN THE TASTING COLLECTION
A selection of small batch-made fudge flavours, from clotted cream fudge to hazelnut praline fudge and chilli chocolate fudge.
fudgekitchen.co.uk



> The taste of food can trigger associative memories so could explain why Brits have been turning to nostalgic desserts such as packet trifle and custard, which may remind them of fond childhood times with family and friends
>
> **DR CHRISTY FERGUSSON, THE FOOD PSYCHOLOGIST**

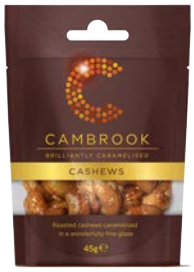


CARAMEL

Soft and flowing or chewy and addictive, caramel is without doubt one of the most popular sweet concoctions there is. Whether its sold in the form of a better-for-you chocolate bar, coated nuts or a creamy filling in a vegan wafer bar, you're onto a winner with classic caramel.

FULFIL CHOCOLATE CARAMEL PROTEIN BAR
A high protein and low sugar snack-size bar.
fulfilnutrition.com





CAMBROOK FOODS CARAMELISED CASHEWS
An individual size packet containing roasted cashews caramelised in a fine glaze.
cambrookfoods.co.uk

LOVERAW SALTED CARAMEL CRE&M WAFER BAR
Two crisp wafers, filled with LoveRaw's salted caramel cre&m filling, smothered in a vegan caramel coating and drizzled with vegan chocolate.
eatloveraw.com



PRODUCER SPOTLIGHT

DTM PRINT

Eddie is the first-and-only EU/FDA approved edible ink printer that prints full-colour photos, logos, designs and text directly onto the surface of confectionery, chocolate, sweets and baked goods. It saves chocolate makers a lot of time as they no longer have to print on wafer paper or fondant/icing sheets. A highly professional look and great detail are realised, even on curved and uneven surfaces. Eddie turns treats into highlights and opens up new profits by offering branded and bespoke products.
01892 955 799 sales@dtm-print.eu dtm-print.eu



A HERITAGE OF INDULGENCE

Guilberts Chocolates is renowned for its unique blend of beloved favourites and modern inventions



Established in 1910, Bristol-based Guilbert's Chocolates have been hand-making chocolates using traditional methods for over 100 years. While now an electric mixer is used instead of hand-mixing, everything else is done by hand, just as Piers Guilbert did a century ago.

Guilbert's catches the eye in the quest for original and exquisite flavours. Catering to everyone, the company offers the optimum selection of luxury handmade chocolates that are available today.

When buying chocolates with Guilbert's, you are buying cocoa-inspired works of art in place of the ordinary mass-produced chocolates. Guilbert's provide a variety of luxury handmade chocolates to choose from, whether they are being purchased for an occasion, or as a treat for oneself.

The company's chocolates are available in a large variety of fillings such as fruit fondant creams, gingers and truffles. They provide endless possibilities of combinations of flavours, whether it be through the pre-packed selections in fantastically designed tins or boxes, or in smaller boxes that are hand-selected by their customers.

The most popular products are the delectable Rose and Violet creams, a recipe that has been popular with customers for years. Other age-old recipes, such as the crystallised peppermint creams and crystallised fondants, are still just as popular today as they were back in 1910.

In addition to keeping those old traditional recipes alive, Guilbert's also enjoys experimenting with new flavours that are popular with customers of today – such as the Blackberry, Absinthe and Salted Caramel Truffles varieties. Hopefully the future of Guilbert's future is to continue on with its proven popular recipes staying true to its heritage, whilst at the same time creating new and exciting flavours to complement these.

> "Guilbert's age-old recipes, such as the crystallised peppermint creams and crystallised fondants, are still just as popular today as they were back in 1910"



A DASH OF MAGIC!

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."

We mean every flavour

One of the most well-known and iconic sweets in the Harry Potter collection is Bertie Bott's Every Flavour Beans™. This product comes in an assortment of classic flavours like cherry, watermelon and lemon along with some unexpected flavours like earthworm, dirt and earwax!

Spell-binding chocolate

All of the Harry Potter-inspired chocolate confections are truly delicious and the Harry Potter chocolate wand is no exception. Measuring 25.5cm in length, this wand is made of solid milk chocolate and designed to reflect the wand of the famous boy wizard. Each wand also comes with a sheet of spells for aspiring witches and wizards to practice. Chocolate wands are top sellers year-round and make great gifts at Christmas.

Joining the Harry Potter line this year are the Gringotts Galleon milk chocolate coins. These 23g solid milk chocolate coins measure 7.5cm in diameter and include a unique embossed design on each side of the coin to replicate the most valuable wizarding currency. Wizarding World fans are sure to treasure this new addition to the Harry Potter range.

Other chocolate confections in the Harry Potter range include the madly popular Chocolate Frog™ which comes with a collectible lenticular character card, the Ticket to Hogwarts™ milk chocolate bar moulded to look like the Platform 9 ¾ ticket and the solid milk chocolate Harry Potter Golden Snitch™ detailed to be an exact replica from the famous game and comes with a collectible Quidditch rule sheet.









Magical sweets

Another favourite in the lineup is the Harry Potter Crest Tins. These tins pay homage to the Hogwarts houses and are filled with delicious Jelly Belly jelly beans in a corresponding shade. Choose from Gryffindor with cherry, Slytherin with green apple, Ravenclaw with blueberry and Hufflepuff with lemon. Or even better, select the presentation gift box that includes all four tins!

Rounding out the Harry Potter range is a variety of chewy candy. This includes the Magical Sweets bag, jelly slugs that strike the perfect balance between scary and fun and the irresistible Knight Bus tin which can double as a fan's keepsake and a money box.

Relevant to multiple generations, this line is a year-round best seller and new items can begin appearing on your shelves this autumn.

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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WIZARDING WORLD | Harry Potter

Make It a Magical Holiday

The Harry Potter™ line of confections from Jelly Belly® has expanded! Joining the line this year are Gringotts Galleon Milk Chocolate Coins, solid milk chocolate coins that include a unique embossed design to perfectly replicate the iconic currency from the Wizarding World. Make sure your shelves are stocked with these magical items guaranteed to delight any Harry Potter fan this holiday season.



Sweets Collection Gift Box



Gringotts Galleon Milk Chocolate Coins



Bertie Bott's Every-Flavour Beans™ Gift Box



Harry Potter™ Chocolate Wand



Chocolate Frog™



Golden Snitch™



Knight Bus Tin with Gummi Candy

Jelly Belly

Contact Best Imports today • 01727 829 010 • bestimports.co.uk

Kosher Certified

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