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|  News Release from The Beech’s Confectionery Group  |
|   3 June 2020 |
| FOR IMMEDIATE RELEASEBEECH’S AHEAD OF THE PACK – NEW JENNY WREN LINE’S ENVIRONMENTAL CREDENTIALS SECOND TO NONE |
|  The Beech’s Confectionery Group today announce the forthcoming launch of its Jenny Wren brand’s new line – ‘Fabulous Fondants’; the individual, shelf ready packsof 16 units are beautifully designed with jungle animals and have a holding banner which states the products use Fair Trade cocoa, are plastic free, use a composable wrapper and are Vegan. In addition they are palm oil free, non GMO and gluten free – ticking all the boxes for the future of confectionery today whilst also reflecting changing customer values. Excellent margins are available to retailers at only £1.35RRP. Speaking today, Managing Director Peter Whiting comments ‘*whilst pre-testing with**certain premium retailers some have commented that we are years ahead of any thing else available in the mainstream confectionery market and we aim to continue to use* *the current technology employed in this Jenny Wren range in adapting our other ranges. This new line development demonstrates that Beech’s continue to be up to date whilst also celebrating 100 years of confectionery excellence’.*Jenny Wren Chocolates is part of the Beech’s Group, a traditional and family owned firm that corporately aims to be one of the leaders in adopting planet saving and ethical choices to do its part in promoting a more sustainable future. As Chairman, Andrew Whiting adds ‘*there is no Planet B, and it is imperative that manufacturers rise to the challenge in quickly in re-engineering processes to become more environmentally friendly.’*  ……over…..BEECH’S AHEAD OF THE PACK – NEW JENNY WREN LINE’S ENVIRONMENTAL CREDENTIALS SECOND TO NONE……The Beech’s Group makes over 40 purely plant based products and with these new Jenny Wren Fabulous Fondants it wanted to create 5 new sensational flavours especially for lovers of plant based ingredients and under the Vegan logo. The five flavours featured in the range are Peach Paradise, Tropical Coconut, Jungle Orange, Vanilla Custard and Peppermint. For further information on their development please see the information sheet attached to this release. IMAGE FILE: **CONTACTS:*****Beech's Confectionery Group (www.beechsfinechocolates.com)***Mr Peter Whiting, Managing DirectorLandline: 01772 792808 Mobiles: Peter Whiting: 07525 863929 pwhiting@beechsgroup.com  ***Brand e Marketing (Press & PR)***Julia Brand, PrincipalMobile: 07530 345302, e.mail: info@brandemarketing.com**FURTHER INFORMATION** |
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| The Peach Paradise started off as a project to create “Peach Melba”. After numerous trials and detailed tastings Beech’s achieved the right balance of peach, and a subtle fade of “melba”. Then came the name. There was no alcohol in the flavour so rather than a cocktail name, Beech’s decided on “Peach Paradise “ because of its sublime scent and natural, ripe yellow peach flavour. The recipe is purely plant based and the wrapper is compostableThe Tropical Coconut was one of the difficult ones to perfect but after many combinations of sweetness relative to flavour and chocolate Beech’s achieved the delicate flavour of freshly cut coconut and an equal flavour of chocolate. As the chocolate melts in the mouth, the succulent fondant inside melts at the same rate, releasing the juicy coconut flavour all around the softly melting texture. The recipe is purely plant based and the wrapper is compostableJungle Orange is a brilliant, vibrant tangy and juicy Orange flavour based on natural Brazilian Orange oil. The aim was to enhance the taste of Beech’s previous Orange fondants and this new flavour hits all those notes. Sweeter than the sharp tasting oranges of Seville, It is a stronger, juicier orange and warrants the deeper orange colour Beech’s give it to the smooth fondant to complement this authentic Brazilian Jungle Orange burst of flavour. The recipe is purely plant based and the wrapper is compostable.The Vanilla Custard project was a lot of fun. It is amazing how extreme the taste variation is with only minute changes to the flavour recipe combinations. The colour of this fondant actually reflects the combination of the vanilla and pale yellow custard which is one of the things vegans crave most of all in regard to delicious tastes that they miss. Beech’s plant based vegan Vanilla Custard has that authentic custard flavour and the enticing scent and sweet taste of vanilla. It is a perfect balance of custard and chocolate and if customers close their eyes it really is like merging good quality custard with smooth rich chocolate in their mouths. The recipe is purely plant based and the wrapper is compostable.The Peppermint Fondants are made using the finest fondant and dark chocolate and Beech’s favourite UK grown Peppermint oil, from a farm in Southern England. The smooth dark chocolate and fondant melts on the tongue to fill the mouth with pleasantly natural peppermint flavour. The purity of the oil has an intensity at first but then fades gradually without degradation to leave a glowingly clean and clear taste of mint, and a hint of chocolate. At mouth temperature, the chocolate and the fondant merge into the same minty texture in a most pleasurable way. The recipe is purely plant based and it comes in a compostable wrapper. |

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