



Fudge Kitchen®

GIVING A
fudge

**IMPACT
REPORT**
2021

“

For nearly 40 years I have had the absolute privilege to work with a raft of amazing people, many of whom have travelled a hefty chunk of the fudge journey with me. Our concept – *The Theatre of Handmade Fudge* – has always been as much about the people as it is the product; we love to entertain our customers making life sweeter for all along the way. We're fiercely proud of the products we've crafted, always striving 'to make the best fudge in the world' and being open to change so we trailblaze new possibilities together.

Today the fudge family is as strong as ever. Whilst we've grown from a small team of 6 to a community of 60+, we've kept our fudge spirit high, surviving many bumpy times by sticking to our core principles; making and showcasing fantastic products – all still made by hand in small batches - and being nice to each other and our customers. This last year is the finest example. Through lockdowns, closed shops and working restrictions, fudge folk stayed connected and rallied together to keep the ship on the road.

And here we are. But more than that; this last year has helped us focus more than ever on bringing Planet, as our third pillar, into the core of everything we do. With Green Teams established and talking, everyone in the business is focused on how we can do things better – for people and planet. Remembering to have fun as we go – of course!

SIÂN HOLT
MANAGING DIRECTOR



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WHAT WE STAND FOR

OUR PURPOSE

Fudge Kitchen exists to *Make Life Sweeter* – making nice things and making things nicer for all along the way.

OUR VISION

To be the expert confectioners who create the most delicious, handmade, natural & trailblazing products in the world, delivered through an engaging and entertaining experience in a way that our competitors cannot match or imitate.



OUR RECIPE

FAMILY: We're an inclusive lot and we look after each other and our customers

UNIQUE: No one does it quite like us.

DARING: We'll keep dreaming up new ideas and challenging ourselves to be better at what we do.

GOOD: For the people and the planet. Our products should not only taste good but feel good too.

ENTERTAINING: Customers and staff alike love the joy Fudge Kitchen brings – it's what makes us special.

MAKING A CHANGE

We've always been conscious of our impact on the environment – from our practically zero food waste recipes and production processes, to our hands-on attempts to make sure we reuse ingredient packaging and office materials rather than dispose of them.

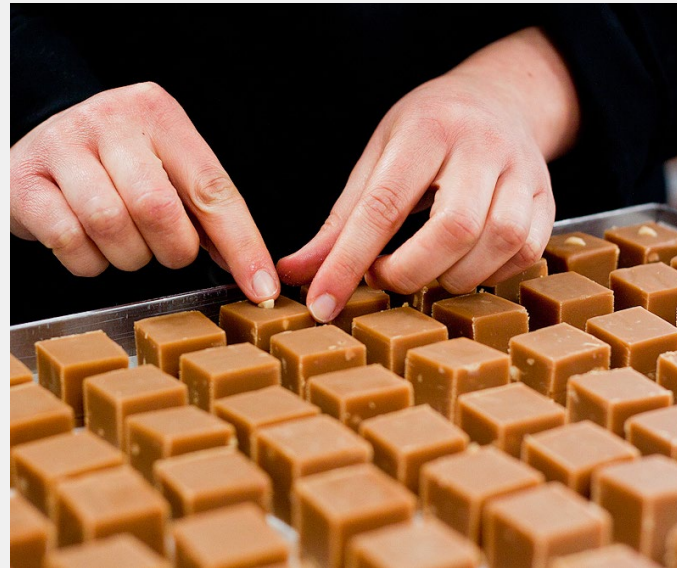
In our 2019 Sustainability Report we proudly told the tale of shredded paper from our office going to make fresh bedding for a team-member's guinea pigs, and how our glucose buckets had found a new life as feeders for new-born lambs in the Yorkshire Dales; but it's time we went a lot further. From our product packaging and ingredients, to our supply chain and daily operations, we're on a mission to leave as light and positive a footprint as we can.





PEOPLE

Our fudge family are a highly skilled, fun-loving bunch. We want to keep it that way by continuing to nurture individuality & progression so we can deliver a unique, joyous, and genuine experience to all our customers.



PRODUCT

Continuing to create amazingly tasty products by embracing change, improving productivity and spreading the word of fudge all around the world. No one does it quite like us!



PLANET

Challenging ourselves to actively do more to find ways to reduce, repair, reuse, recycle and replace to minimise our environmental impact and give back wherever possible. This is the only planet we know of where fudge exists. It's worth saving for that alone!



Product

WHAT SETS US APART

We believe that great fudge should make you feel just as good as it tastes. From the all-natural and flavourful ingredients, to the masterful technique that goes into making it; every bite should be an experience.

WHAT SETS US APART

All our products are as much about the experience as they are about their unbeatable taste. From our marble slabs to your kitchen table, there's a lot we're proud of.



ALWAYS HANDMADE

For nearly 40 years we've been perfecting the art of sugar confectionery, from our iconic slab fudge, to our luxurious chocolate-coated caramels, everything we make is hand-worked and decorated. We're a small-batch producer and want to keep it that way!



CAREFULLY SELECTED

We believe you can't have a quality product without quality ingredients; it's all about the detail. Our product is made using good quality ingredients, sourced as locally as possible. We also never use preservatives or artificial colours and flavourings.



ALWAYS FUN

At the heart of it all is theatre and fun. Our confectionery is designed to put a smile on your face, and the people behind the paddles or our online shop are driven by the pursuit of customer happiness. We know that whether your purchase is a gift or a self-indulgence, the experience is profoundly important.

WHAT GOES IN...OR DOESN'T...



GLUTEN FREE

We want to make sure as many people as possible can enjoy our products, so we only use gluten-free ingredients in our recipes - even the biscuits we use are gluten-free.



NOTHING ARTIFICIAL

We've always gone 'au natural' in our kitchens when it comes to the goods. We use entirely natural colourings and flavourings, sourced locally as much as possible. You'll never find any preservatives in any of our recipes either.



VEGETARIAN

Our products are all naturally vegetarian, and we're working hard to expand our vegan offering. Currently we carry over 20 products bearing the Vegan Society seal of approval!



PALM OIL FREE

Over the past few years, palm oil has found its way into many confectionery products - but not at Fudge Kitchen. We're 100% palm oil free.

KEEPING IT REAL

MULTI-AWARD WINNING

We've been making fudge, caramels, brittles and other delicious confectionery for nearly 40 years, and in that time we've achieved some outstanding accolades, for our ongoing commitment to quality, innovation, and taste. We've been the recipient of the Food Manufacturing Excellence Awards twice, first in 2014 and again in 2020.

In addition, we have more than 20 vegan-friendly products accredited by the Vegan Society.



SQUEAKY CLEAN

All of our production locations have outstanding hygiene ratings, and our production kitchen in Kent is fully SALSA accredited.

GREAT TASTE

We're proud members of the Guild of Fine Food and hold 23 Great Taste Awards.



DON'T TAKE OUR WORD FOR IT

Our fudge speaks for itself, but in case you haven't heard it, take a look at what our customers have to say...

"The flavours and freshness of the fudges were ace. It was amazing to watch the whole process of them making the fudge on the premises. The staff were working and serving customers with genuine smiles and interest in their jobs. We could feel that they put their love in making and selling their fudges."

ROSE | SEPTEMBER 2021

"I thought I had died and gone to Heaven! The hardest part was trying to eat just one piece every day - I still don't know how I managed that, but the delayed gratification was SO worth it!"

FEE | AUGUST 2021

"What a glorious combination of taste, texture and flavour. Some flavours I have never tried before, and that quality feel and look you only get when love is involved. Thank you so much I will spread the word and actively think of ways to use fudge as a thank you in the future."

BRANDON | AUGUST 2021



IN 2021 WE PLEDGED



VEGETARIAN & GLUTEN-FREE

We reaffirmed our commitment to only using all-natural, gluten-free, and vegetarian raw ingredients in our products. Throughout 2021 we have been developing new products and flavours, each strictly adhering to this policy.



EXPLORE SUGARS

Sugar makes up the bulk of our products. In 2021 we have begun to trial UK-grown beet sugars as an alternative to the traditional cane sugar we currently use to help reduce our carbon footprint – cane sugar is not grown in the UK.



SWITCH CHOCOLATE

In early 2022 we're making the switch to Luker single origin chocolate, a family of Colombian growers with an amazing sustainability story and a commitment to fair chocolate production.



VEGAN GROWTH

We have been trailblazers in the world of vegan confectionery and are dedicated to expanding our range of plant-based products, using dairy alternatives without compromising on product taste and quality.



People

LEGENDS, ONE & ALL

The beating heart of Fudge Kitchen. From fudgesmiths and paddlers to finance and customer service, fudge-folk are a lovely bunch.



COPING WITH COVID

Since March 2020 we've been blown away by the resilience, passion, and dedication that our team have shown in the face of the pandemic. From saving-the-day journeys helping to fulfil growing online sales during lockdowns, to fully embracing the "new normal". We're incredibly thankful to them all for keeping the fudge flame burning bright.

From the beginning of the crisis we introduced home-working for all office-based staff and closed our shops ahead of government guidelines to ensure the safety of each of our teams. We kept in touch through regular team quizzes, a new weekly newsletter and countless competitions. We even had our annual FudgeCon virtually!

Recognising the benefits to wellbeing, we've adopted flexible home working for all office-staff on a permanent basis if they choose.



THROUGH TOUGH TIMES

Throughout the pandemic, many vital community and local causes were adversely affected by the lockdowns and increased pressures on our health services. We rallied our teams and customers to help support them.



NEIGHBOURLY

From the start of the pandemic, the giving platform *Neighbourly* stepped up and created a Community Fund to provide emergency grants to groups and initiatives struggling the hardest. We donated £294 from the sale of a special fudge selection box.



YORKSHIRE AIR AMBULANCE

Nominated by Tia from our Bath shop team, the Yorkshire Air Ambulance became our nominated charity of 2021, having played a vital role in rescuing Tia's father after a farming incident in 2013. We dedicated our 2020/2021 National Fudge Day fundraising efforts, raising £618 in the process.



NHS CHARITIES

In March 2020 as the pandemic worsened, we closed our shops to ensure the safety of our teams ahead of government guidance. Each team chose to donate their remaining stocks of fudge, caramels, and brittles to local NHS charities, clinics and hospitals.

PROUDLY SUPPORTING



Through our partnership with B1G1 we support a number of causes and initiatives that aim to tackle both social and environmental issues close to our hearts.

GIVING A FUDGE

In 2007, B1G1 started with a simple idea: “What if every business could make a difference in their own way, just by doing what they normally do?”

With more than a decade of work, this simple idea has now become a global movement.



PLANTING TREES

Trees are vital to the health of our planet and addressing the issues of deforestation is a key step in combatting climate change. Through B1G1 we’ve committed the support to plant more than 500 trees so far in 2021 through various fundraisers and customer donations.



COMMUNITY SUPPORT

Half a million older people in the UK go at least 5 or 6 days a week without seeing or speaking to anyone, and the pandemic only made this worse. From creative volunteer-led programmes to technology training and social events, we’ve helped to provide over 800 weeks of community support.

A LITTLE SWEETNESS

Since Spring 2021, we've pledged to support food redistribution charity *FareShare* through sales made online by donating a meal for every £10 spent. Between the months of May and July we raised funds to provide more than 3,500 meals to those in need of a helping hand.

FareShare is the UK's largest food redistribution network fighting food inequality and tackling food waste at the same time.



THE FUDGE COMMUNITY



FORTNIGHTLY NEWSLETTER

Throughout 2020 and 2021 we expanded the content and regularity of our newsletter, filled not only with company news, but also chock-full of stories from our team members – what they got up to during lockdown, sharing music, art, cooking competitions, and much more.



FUDGE-CON

Annual FudgeCon – Each year we host a 3-day conference bringing together our widely-spread retail teams. It's packed full of events, competitions, music, and a whole lot of laughter as we celebrate all that is good in the World of Fudge.



BBQS & EVENTS

We host an annual managers' BBQ at our head office; a chance for our fudge folk to pitch a tent, crack open the beers and catch up in-person!

TEAM AWAY DAYS

Each of our teams enjoy Away Days, such as cocktail making courses, or Halloween horror mazes – fudge folk like to put their feet up once in a while.

TRANSPARENCY THROUGHOUT

The diversity and freedoms of our fudge-folk make us unique. We're committed to making Fudge Kitchen a truly brilliant and inclusive place to work.

EQUAL OPPORTUNITIES POLICY & PRACTICE



Fudge Kitchen is dedicated to encouraging a supportive and inclusive culture amongst the whole work force. It is within our best interest to promote diversity and eliminate discrimination in the workplace.

Our policy reinforces our commitment to providing equality and fairness to all in our employment and not provide less favourable facilities or treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, ethnic origin, colour, nationality, national origin, religion or belief, or sex and sexual orientation.

MODERN SLAVERY STATEMENT



At Fudge Kitchen, we have a strict Human Rights & Labour Standards Policy, applied not only to our own staff, but to our suppliers, stockists, and business partners too.

From our supply chain and business partners, to retail teams and production kitchen staff, we ensure that all employment rules and guidelines are followed carefully, and encourage anyone in any part of our business to challenge situations where they believe we are falling short of the standards put in place to ensure individual freedoms and security.

IN 2021 WE PLEDGED



SOCIAL AID

Through our partnerships with BIG1 and Fareshare, we've ramped up our support for community and social causes. We've raised the funds to support those facing food inequality, while also providing over 800 weeks of community support for older people in the UK.



BIRTHDAY LEAVE

Because everyone deserves a party!

This year we introduced paid birthday leave for every member of staff, no matter their role.



VOLUNTEER DAYS

We always support our teams when they're passionate about something, especially when they're being superheroes in the community!

We're introducing paid volunteering days where our teams can support the causes that matter to them on company time.



CYCLE SCHEME

In 2021 we joined a cycle to work scheme, helping staff easily spread the cost of buying a bike, and encouraging an eco-friendly way to get to work.



Planet

PROTECTING OUR HOME

We only have one planet, and it's the only one where we know fudge exists, so it's definitely worth saving!

THE CHALLENGE AHEAD

THE HONEST TRUTH

We're under no illusion that the path to true sustainability is a long and hard one. We want to be honest to ourselves and our stakeholders about where we are on our journey and to share some of the challenges we encounter.

Small is beautiful and whilst our size helps us to be flexible and more easily adapt to change, it can mean we have less clout to affect change through our supply chain.

The important thing is that we continually try to do the very best we can.



SOME QUICKER WINS ON CARBON FOOTPRINT

We're starting with the basics - for e.g.

- Auditing our current products to source our packaging and, wherever possible, our raw ingredients in the UK
- To set this as standard for all new product development going forward
- Switching to 100% renewable electricity supply as soon as current contracts expire in 2022/3
- Educating our team members to 'switch off', re-use and recycle and be generally mindful of planet in all decisions, including their journeys to work



WASTE NOT, IF WE CAN HELP IT

At a production level our raw material waste is minimal but we need to work with our suppliers to reduce the packaging discarded from deliveries.

A particular challenge is the polypropylene film we use to wrap some of our fudges. Whilst in and of itself it is 100% recyclable, there is no current structure to do so in the UK and so we declare it as unrecyclable. It's early days but we're trialling a compostable alternative.

WORKING WITH SUPPLIERS

We've always been careful about who we partner with to make our products – we want to make sure that only good stuff makes it into our cauldrons. We have a strict supplier checklist and survey that digs into the detail of ingredient origins and we've found most suppliers have improved the information they now provide.

In 2022 we're starting to expand the questions we're asking, to include the social and environmental impact of our partnerships. We've already made new choices towards suppliers who are taking responsibility for their ethical and environmental impact for raw ingredients and packaging.





PLANET FRIENDLY PRODUCTS

This year we launched a new range of fully compostable-packaged products in our shops throughout the UK.

Our popular hand-stretched Peanut Brittle was joined by two new additions: chocolate-coated Honeycomb, and refreshing Coconut Ice. They are packaged in new EN13432-certified compostable pouches with compostable labels; suitable for composting with household food waste.

It's one of our steps towards the goal of 100% compostable or recyclable product packaging .



OUR INTENTIONS

We know that our customers have come to expect a certain level of luxury when it comes to our packaging – it's that added layer of magic that finishes off the whole Fudge Kitchen experience.

But it's important to us that everything we add doesn't take away from the bigger picture, so we're committed to investigating ways to make our own branded packaging 100% sustainable – by 2023 if possible.

SUSTAINABLE PACKAGING



RECYCLABILITY

Our team are working hard to improve the recyclability and composability of our packaging.

We're already a long way through a re-design for 2022 adapting our new packaging formats to remove non-recyclable components.



FORESTS FIRST

We have made the move to only use FSC / PEFC certified cardboard for all future product packaging.

BEAUTIFULLY SUSTAINABLE

We're switching to use only plant-based inks and water-based glues across all of our packaging, and to limit the percentage coverage of foil and laminates to ensure recyclability.

SUSTAINABLE DEVELOPMENT

Since partnering with B1G1 and changing the way we incorporate giving into our business, we've got a better handle on how to measure our social impact.

Through B1G1, each of our impacts are measured and on display. So far, from October 2020 – October 2021 we have contributed over 14,000 impacts to B1G1 Worthy Causes.

We planned a series of fundraisers throughout H2 of 2021, focused on supporting the UN Sustainable Development Goals; from addressing social inequality, expanding access to clean water, and bringing renewable energy to disadvantaged parts of the world.

The UN Sustainable Development Goals are the internationally recognised areas on which we all need to focus, helping to tackle the effects of climate change and improve the working and living conditions of millions of people around the world.





7,019 IMPACTS

Ensure healthy lives and promote well-being for all at all ages.



185 IMPACTS

Ensure inclusive and equitable quality education.



4,770 IMPACTS

Ensure availability and sustainable management of water and sanitation for all.



270 IMPACTS

Ensure access to affordable, reliable, sustainable and modern energy for all.



185 IMPACTS

Reduce inequality within and among countries.



1,384 IMPACTS

Take urgent action to combat climate change and its impacts.



330 IMPACTS

Protect, restore and promote sustainable use of terrestrial ecosystems.



60 IMPACTS

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



810 IMPACTS

Strengthen the means of implementation and revitalise the global partnership for sustainable development.



SUSTAINABLE DEVELOPMENT GOALS

For the first 10 months of 2021 we have provided support through BIG1 to a number of different causes that each contributed 15,015 impacts toward the UN's Sustainable Development Goals.

IN 2021 WE PLEDGED



UK PRINTED

We are currently in the process of reviewing all our printed materials - looking to source from UK suppliers and to use water based glues and plant based inks.



FSC / PEFC APPROVED

We have made the decision to exclusively use FSC / PEFC certified board for all future product packaging. The FSC is dedicated to promoting responsible forestry and certifies forests around the world to ensure they meet the highest environmental and social standards.



100% RECYCLABLE

We are committed to working towards 100% of our packaging being, at a minimum, kerbside recyclable, compostable where possible, and sourced from the UK by end 2023. In 2021 we introduced new compostable packaging in-store.



SWITCH ENERGY

Our current supply of electricity is already 76% from renewable sources. Across our 8 sites we're aiming to go fully renewable by end 2023 to help reduce our greenhouse gas footprint on our journey to Net Zero by 2050.



future

GIVING A FUDGE

We believe that only by being a sustainably-led business
can we be successfully future-fit for the benefit of
everyone.

COMMITMENT TO CHANGE

We're striving to be a business for good in every sense of the word, and we've banded together with some likeminded business leaders to make sure we're on the right path.



SME CLIMATE HUB

In 2021 we pledged to join the Race to Zero - to cut carbon emissions in half by 2030 and to reach net zero by 2050. We've joined the SME Climate Hub, a fantastic resource centre for businesses to come together and learn, gain access to tools and guidance for monitoring our impact and developing climate strategy.

We are already taking action to understand our footprint and over the next year we'll be setting more detailed targets towards these goals, in line with global efforts to limit warming to 1.5c

We will be reporting our GHG Emissions and carbon footprint annually.



BETTER BUSINESS ACT

Our MD Siân Holt is part of a consortium of business leaders currently working to promote the Better Business Act.

The mission is to change UK law with amendments to Section 172 of the Companies Act, to make sure every single company in the UK, whether large or small, puts balancing people and planet at the heart of their purpose and the responsibilities of their directors in addition to profit.

Governments can set long-term targets and encourage good practice, but ultimately, it's businesses that will affect change.





FUDGE & PROJECT EARTH

With Selfridges' vision to reinvent retail, Project Earth is their transformational sustainability strategy with an ambition to change the way we shop and how we do business by 2025. Their Project Earth edits promote products and producers who are leading with sustainable principles and practices, helping to change consumer habits. It's great to work alongside Selfridges, and be part of this project:

"By shopping this brand, you're supporting the use of environmentally preferred materials and processes. Our For Nature edit includes products made using environmentally certified materials and ingredients, and products made with processes that reduce pollution and waste."

THOUGHTS & FEEDBACK

It's not just us who love the way we work; there are plenty of others who've sent us heart-warming reviews and testimonials that make it all worthwhile!



ON PRODUCT

"What a glorious combination of taste, texture and flavour. Some flavours I have never tried before, and that quality feel and look you only get when love is involved."

B. Harris
Customer Review



ON PEOPLE

"What stood out was the warm welcome, friendliness and patience of the staff - taking the time to explain the process and context and respond to questions from adults and children alike. Outstanding in every respect."

B. Morris
Customer Review



ON PLANET

"Absolutely blown away by your attention to every detail on your mission to make Fudge Kitchen as sustainable as possible. You are leading the way."

R. Heaps
Founder of Tentshare

LOOKING TO THE FUTURE

We've a long way still to go and we understand first-hand how tricky it is to navigate the minefield of operating a sustainability-driven business.

We're an innovative bunch and relish the challenge. We're always looking for ways to do better and are keen to get into the nitty-gritty and learn how we can be more responsible at every level of the business.

Our passion for leaving a positive impact comes from our customers, our people, and a drive to genuinely make the best fudge in the world.

Please feel free to share your thoughts or feedback with us. You can reach us via **info@fudgekitchen.co.uk** or follow and engage with us on social media:



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