

# The New Forest Enterprise Centre Award for Best New Business



## Will's Fudge Kitchen

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Will's Fudge Kitchen was intended to make a comfortable lifestyle whilst offering a product that people want. The business makes a select variety of small batch handmade fudges in their top rated '5' food hygiene certificated Fudge Kitchen. They produce the fudge over two to three days a week and then sell it themselves at local markets, food events and at craft fairs. Having lived in the New Forest the whole of their lives they wanted a business with a New Forest connection.

From experience Will's Fudge Kitchen has found that customer's tastes change depending on the time of year, weather and occasion. Therefore they use flavours to suit the time of year to make sure there is always something new for their customers to try.

The business finds that a lot of their customers want to know what is in the fudge so they have a page on their website which tells you what is in each different products. All of the fudge is suitable for vegetarians and is gluten free; they are currently looking at vegan options.

The business has just launched a website which they built themselves. The website allows customers to order online which is another way of effectively reaching their audience and making it more convenient for them. Will's Fudge Kitchen is currently looking to develop more products and flavours.

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