

The Exmoor Fudge Kitchen:

A Rural Enterprise Exmoor business case study



The Exmoor Fudge Kitchen produces mouth watering, delicious homemade fudge with ingredients sourced directly from other local businesses including, Exmoor heather Honey, Devon Chillies and Wicked Wolf Gin.

Caroline, a mum to four living in Huish Champflower, started making fudge as gifts for family and friends over 6 years ago. Her passion and hobby has grown and flourished into her little business.

From just twelve original flavours of fudge, she now has 30 different flavours alongside other exciting offerings such as assorted fudge boxes and wedding favour packages. All of which have become a firm favourite with Exmoor based hospitality businesses alongside local independent outlets.

Not only does Caroline make and create the recipes, she also makes all the meringues to go into her delicious Lemon meringue and Eaton Mess fudge, the salted caramel sauce, the honeycomb and the crumble that goes into the apple and cinnamon crumble fudge. You can't get any more homemade if you tried!

Caroline doesn't use preservatives or artificial ingredients in her recipes, each individual bag of fudge is lovingly made just for you using only the very best natural ingredients.

Benefits and challenges of working on Exmoor

Benefits

Caroline believes her business benefits from being based on Exmoor for a few reasons:

- There are some wonderfully unique products on Exmoor which I use in some of my fudge, which in turn makes it a truly Exmoor inspired product.
- I love living and working so close to Exmoor with its ever changing natural beauty. Every season has something new and is quite inspirational.
- We love getting out over the moors for walks with the dogs. Seeing the wildlife and taking in the views and fresh air, after a busy week it is the perfect way to unwind and imagine new ideas.

Challenges

Some of the challenges they have faced running a business on Exmoor are things such as:

- Distance can be a challenge, especially when it comes to some events such as fairs and shows.
- Promoting my fudge so more people are aware of it has been difficult over the years. That's where the "we are Exmoor" campaign has been really helpful, by bringing my product to the attention of a wider audience.
- I have begun promoting my fudge more on social media however, connectivity is sometimes a challenge.

Aspirations and advice

Aspirations

"My aspiration over the next 3-5 years is to sell my fudge to more holiday home owners who could offer it to their guests as part of a "Welcome to Exmoor" gift as many have already begun to offer.

I would like to have more shops selling my fudge and for my website sales to continue to grow in the hope I can further expand my business."

Advice

"My advice for others doing business on Exmoor is to never give up! There will be setbacks, especially at the start. Have a plan but be prepared to deviate from it if necessary. Have confidence in you and your product."

