



Golden delicious

When her cravings for old-fashioned fudge got too much, Justine Cather started making it

ROLL UP, ROLL UP and be prepared to discover something amazing. It is, ladies and gentlemen, our pleasure to bring you the opportunity to spoil yourselves rotten and at the same time enjoy the glow that comes from doing something generous with one single action. Simply buy, from your nearest Sainsbury's, a packet of Burnt Sugar Crumbly Fudge in Original, Chocolate or Hot Ginger.

It's made with unrefined golden sugar, natural cream, glucose syrup, water and milk, mixed together in copper pans, cooked at a high temperature and hand-tweaked until just right. Then it's cooled, put in rather lovely packaging, and, if you're

very lucky, placed where it will do the most good: in your mouth. And there it melts, reminding you of the fudge of your childhood, hot sunny days at the beach or rainy days at grandma's.

The golden sugar, as well as having an intense flavour, is Fairtrade, from Kenya. In buying this award-winning crumbly fudge, you are helping to support the local sugar farmers, who are paid a fair wage and get a bonus to spend on malaria nets or to set up bee-keeping projects to give them an income when the sugar crop is over.

Justine Cather from Oxford is the brains behind Burnt Sugar. The former teacher, Oxford shop manager and mother of two

small boys realised, eight years ago, that no-one was making high-quality sweets any more, the sort of sweets her mother used to make for Justine and her five brothers and sisters. 'I thought it was really shocking, because they're great when they're made properly,' she says. 'I thought, I can't be the only one wanting proper sweets. So I made it myself, using good-quality ingredients. It's really important for me that our fudge is made just as you would make it yourself.'

We're happy to say that the chance to buy fudge just like Justine's mum used to make is not a once-in-a-lifetime opportunity. That golden feelgood moment can now be yours daily. Sweet! □