



MEDIA RELEASE

JANUARY 2019

THE ORIGINAL FREMANTLE FUDGE INTRODUCES WORLD FIRST RUBY CHOCOLATE FUDGE

In a world first, The Original Fremantle Fudge has created the world's first Ruby Chocolate Fudge!

Located at the Fremantle Markets, the inventive team at The Original Fremantle Fudge have really taken the art of hand-making fresh creamy fudge to an entirely new level with their new unique offering!

Using real ingredients and flavours, shoppers can now enjoy the delicate soft sweet flavour of Ruby chocolate – that was introduced to the world in 2017 - as a fudge.

Australia was one of the first countries to launch Ruby chocolate when Swiss chocolate manufacturer Barry Callebaut unveiled ruby chocolate to the world in September 2017.

The pastel pink chocolate is made from the Ruby cocoa bean, and tastes neither milky or bitter, it is fruity, fresh with sour-berry notes. KitKat Chocolately was one of the first to work with Ruby chocolate in Australia, launching two varieties offered exclusively at the Melbourne Chocolately last year.

The positive response to the unique berry-flavoured chocolate has been overwhelming with many pastry-makers and other professionals eager to experiment and bake with the unique chocolate – one of which being The Original Fremantle Fudge company.

“We have used a huge amount of Ruby chocolate in our fudge so the entire flavour you taste is 100% Ruby Chocolate, we have added a very light dusting of dried berries on top to enhance the flavour and appearance” said The Original Fremantle Fudge owner Darren Edwards.

“We had a lot of fun playing around with Callebaut’s brand new Ruby chocolate. We experimented with the Ruby chocolate until we hit the perfect balance of fudgi-ness and flavour. We knew that we finally nailed it when our tasters wouldn’t stop tasting!

This is hands down one of our favourite fudges of all time,” continues Darren.

The Original Fremantle Fudge hand makes their fresh fudge from scratch using fresh cream and butter. Other flavours of fudge include Velvet Love a red velvet chocolate fudge, Decadence a trio of chocolate fudges, Unicorn a magical bubblegum fudge, Dream a cookies and cream fudge, as well as over 30 other exciting flavours.

www.fremantlemarkets.com.au
www.theoriginalfremantlefudge.com

INFORMATION RELEASED BY:

Jessica Wood
PR Consultant
Tyrrell Publicity & Promotions
PH: (03) 9629 7000

FOR FURTHER COMMENT:

Natasha Atkinson
Chief Executive Officer
Fremantle Markets
PH: 0401 537 447