

Cornish Confectionery firm Buttermilk introduces new resealable pouches for two fudge flavours

Submitted by: Margaret McDonnell (MAC PR)

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Buttermilk has launched new resealable sharing pouches for two of its most popular treats.

The family-run Cornish confectionery firm has introduced the new packs in two flavours; Caramel Sea Salt crumbly fudge topped with milk chocolate (120g) and Caramel Sea Salt Honeycomb dipped in dark chocolate (100g).

Retaining the stylish design of Buttermilk's famous range of artisan treats, the pouches are ideal for picnics or to pop into a handbag and are perfect for an occasional treat on the go or a big night in.

Buttermilk director Tracy McDonnell Goad said: "We've listened to customer feedback and introduced the resealable pouches to ensure your favourite treat stays fresh for whenever you want a treat. That said, I am yet to stop at eating the whole bag"!

The sharing pouches cost £2.50 each and are available exclusively at Sainsbury's supermarkets; plus other outlets from January.

Ends

Buttermilk was founded in 1964 and is now run by Tracy McDonnell Goad and David Goad.

The story began with a shop in Padstow, which is still there today, and demand for the traditional fudge kept on growing until the kitchen over our shop just wasn't big enough.

Buttermilk's award-winning treats are still lovingly handmade in-house at the fudge kitchen in Wadebridge by craft confectioners using traditional methods such as traditional copper pans over open flames, to blend ingredients for our indulgent, mouth-watering treats.

www.buttermilk.co.uk

for more details, to request a sample or to speak to David or Tracy, please contact Margaret McDonnell on 07930 274667 margaret@margaretmcdonnellpr.co.uk