Fools & Queens Pitch to Rich!

Wednesday 6 April, 2016

Fools and Queens have entered the 2016 VOOM competition Pitch to Rich (please click on the link to vote for them!!). Fools & Queens make sensational puddings yet use no sugar. They are made by people in a kitchen, not by machines in a factory. Our ingredients list contains ingredients, not “stuff” to make them set, shine, taste, last etc. They're puddings everyone will recognise; more posset and panna cotta, less red bean and courgette brownie. Also did we mention we don't use sugar?

The public health furore surrounding sugar can't have escaped anyone. It's in the news everyday. Sugar is a key contributor to global health problems such as obesity and type 2 diabetes. 25% of people in the UK are obese. Sugar is public enemy number one. The government hasn't introduced a sugary drink tax for nothing - who knows what'll be next? We need a collective reboot on our nutritional thinking and Fools & Queens want to be at the vanguard.

Fools & Queens started out at London Farmers' Markets and were on the shelves at Fortnum & Mason on New Year's Eve 2015. To date we have sold over 1.5 tonnes of pudding. Our plan is to continue to grow our roots in the independent sector followed by a push into supermarkets in 2017.

You can see we have big dreams. We want to win this competition to develop an educational PR strategy. We need to move people away from the old-skool low-fat mindset. Low-fat = high sugar. Our puddings need to be available to everyone in the UK and beyond. We want people to have their pudding and eat it.

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