# VIPs\*



# Norfolk Cordial

#### JOHN McFARLANE, NORFOLK CORDIAL

It started with John's girlfriend, Georgie, who was making elderflower cordial for the local pub where she worked. John thought that the recipe was delicious, and the locals really loved it too. He looked around and noticed that not only was there no commercial cordial producer in Norfolk, but other pubs in Norfolk didn't really offer anything like this on their limited menu of non-alcoholic drinks.

So John packed up his life in Cornwall and moved to Norfolk to start production of their new elderflower cordial business! Never having made cordial in his life before (and not really knowing what an

elderflower even looked like), and with his girlfriend away sailing in the Caribbean and only a recipe in hand, he began production in June 2010. He made about 2,000 litres of cordial that summer and then set about peddling his wares.

On Georgie's return, they developed a further four flavours. They now have Wild Elderflower, Red Gooseberry & Wild Elderflower, Strawberry & Lime, Raspberry and Rhubarb, Orange & Ginger. All the produce used in the cordials is locally sourced, and they do not contain any preservatives, flavourings, colourings

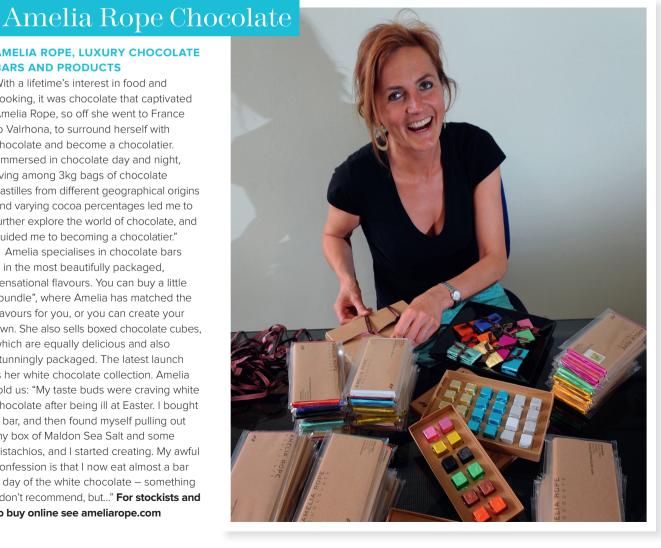
Visit norfolkcordial.com to buy online or for stockists



# AMELIA ROPE, LUXURY CHOCOLATE **BARS AND PRODUCTS**

With a lifetime's interest in food and cooking, it was chocolate that captivated Amelia Rope, so off she went to France to Valrhona, to surround herself with chocolate and become a chocolatier. "Immersed in chocolate day and night, living among 3kg bags of chocolate pastilles from different geographical origins and varying cocoa percentages led me to further explore the world of chocolate, and quided me to becoming a chocolatier."

Amelia specialises in chocolate bars - in the most beautifully packaged, sensational flavours. You can buy a little "bundle", where Amelia has matched the flavours for you, or you can create your own. She also sells boxed chocolate cubes, which are equally delicious and also stunningly packaged. The latest launch is her white chocolate collection. Amelia told us: "My taste buds were craving white chocolate after being ill at Easter. I bought a bar, and then found myself pulling out my box of Maldon Sea Salt and some pistachios, and I started creating. My awful confession is that I now eat almost a bar a day of the white chocolate – something I don't recommend, but..." For stockists and to buy online see ameliarope.com



### DAVID AND STEPHEN McGUFFIE, **BRITISH MELON PRODUCERS,** Lichfield, Staffordshire.

The McGuffie family bought their Farm in 1960. Fruit growing was started by David and Stephen's father as a pick-your-own (PYO) venture in the early 70s. Such was the success and popularity of the PYO operation, that more acres were planted to meet the demand.

In 1987, they began to supply strawberries and raspberries on a large scale, and still do so today. They started growing asparagus in 1985 as a complementary crop. Starting earlier than strawberries, it offered an opportunity to extend the harvest season. They sell the asparagus through their farm shop and locally, as well as in bigger stores.

For the first time this year, they will be producing Galia melons on a commercial

scale that will be available exclusively in Marks & Spencer. This is the first time consumers will be able to buy Britishproduced melons, which will be available in August, the same time as the imported ones from Southern Europe. This is such a great story for both environmental reasons and for supporting UK growers.

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