

**February 2008**

## **Media Release**

### **Halal and allergen-free sweets**

A new sweet sensation has exploded onto the market targeting people who have never before been able to taste the melt-in-the-mouth deliciousness of marshmallows or jelly sweets.

Mum-of-three Saida Ebrahim had never tasted marshmallows before discovering a halal version while on holiday abroad.

Instantly she knew she wanted to share the taste experience with other UK Muslims and people with food intolerances and decided to set up her own business, Scrumptious Sweets, supplying halal, vegetarian and other allergen-free treats.

### **People say Wow!**

Saida, a refugee from Tanzania who fled her home country during ethnic cleansing, said: "I knew marshmallows contained pork gelatine so I'd never been able to have them but these were delicious. And people who try my sweets now just say 'Wow'."

Not only are Saida's sweets halal, but customers searching for treats free from dairy, nuts, gluten, soya, alcohol, fat and meat products can find plenty to feast on in her range which includes liquorice, sherbet, jelly sweets, chocolate and boiled sweets.

When she returned from that life-changing holiday, housewife Saida started to research the subject of allergen-free sweets, and with the help of Peterborough Enterprise Programme she went about starting up her own business.

"There was so much to learn and some nights I only got three or four hours sleep, but I knew the product had great potential," she said.

### **A competition winner**

Supported by her family, Saida, 40, entered PEP's Start Doing Something New Today business ideas competition aimed at discovering new entrepreneurs. To her delight, she won and along with £2,000 prize money gained 12 months mentoring from the competition's judges including an accountant, solicitor, bank and local media.

Saida launched her businesses by selling to a handful of shops in Peterborough but within weeks orders had doubled and she extended to Birmingham, Bradford, Luton and Leeds.

### **What they said about Scrumptious Sweets:**

Father-of-three Peter Martyr: “My child is lactose intolerant and struggles to find products suitable. We found Scrumptious Sweets to be not only perfect for him but as the product title suggests, very scrumptious.”

Ameena Ahsan Peerbhai: “My son has allergies to dairy, egg, nuts and sesame – so to be able to find something to indulge him with is tough. I also don’t eat non-halal so that restricts the choices further. Your marshmallows are great.”

Chris Francis: “I thought that these marshmallows had a lot more flavour and tasted as good, if not better than the normal ones that are full of extra ingredients.”

**~ Ends ~**

### **Notes to Editors:**

Please see the website [www.scrumptiousweets.co.uk](http://www.scrumptiousweets.co.uk).

For more information email Saida Ebrahim on [info@scrumptiousweets.co.uk](mailto:info@scrumptiousweets.co.uk), or call her on 07903 459495.

Peterborough Enterprise Programme is part of Cambridgeshire Enterprise Services which currently operates out of five offices: Peterborough, Cambridge, Huntingdon, St Neots and Ely; offering business advice, mentoring services and networking opportunities.