

# FUDGE GELICIOUS



Indulge in this fabulous fudge at your sweet-tooth peril

## TRISH BEAVER

WE have all seen it at the shop tills and been tempted, and most have, to try the mouthwatering squares of Tasha's Fantastic Fudge.

The home-made fudge began as a single mom's humble endeavour to earn more money and has become a booming business through hard work and determination.

It has been going for more than 10 years and for Tasha Jardim there is no turning back. The owner and mastermind of the fudge business is a trained chef and was trained at the Silwood Kitchen School of Cookery in Rondebosch in the Cape.

It was always confectionery that scored her the winning points in class. She once won a prize for her home-made sweets where she made old-fashioned jub-jubs and boiled sweets and, of course, the old-fashioned fudge that has become the mainstay of her business. Jardim said the recipe is her aunt's. "I stayed with my aunt when I went to train as a chef and she made this wonderful fudge, which I loved. I kept the recipe and have always stuck to that same recipe, but have added things here and there. A chef always experiments to make things her own."

When she began to make the fudge she was in a normal job, but soon the fudge demanded her full attention.

Her son Darryl came up with the name for the fudge and it was an instant hit.

She says her product's success is due to the use of natural ingredients



PHOTO: TRISH BEAVER

**THE FACE BEHIND THE FUDGE:** Tasha Jardim at her home-based business.

and the process that ensures that the fudge is consistently smooth.

The production is organised in a small space: eight people shuffle around in a converted double garage which has a kitchen and a packaging area.

Her family have been her greatest support — her parents help out and her brother and sister-in-law are also involved.

The smell hits you as you walk down the driveway, your tummy begins to grumble and your mouth starts to water — it's the familiar combination of melted butter and sugar.

Four women in neat uniforms are stirring and pouring sugar into pots

on a row of stove. It's hard to concentrate on asking questions as one's eyes are drawn to rows of yummy squares.

Jardim now has 30 flavours on offer and many are fantastical, if not outright bizarre, but who is to judge? For every pot there is a lid.

Her top seller is traditional fudge, but at her newly opened shop along the Midlands Meander in Lidgetton you can try the many flavours ... at your sweet-tooth peril.

"I love experimenting and seeing which flavours complement the sweetness of the fudge," says Jardim.

Her most popular are the cherry and nut and amarula and vanilla

## WIN

- One lucky reader will win a hamper of Tasha's fudge by answering this question: Who named the fudge?
- E-mail your answer with 'Witness Competition' in the subject line to [tj@tashas-fudge.co.za](mailto:tj@tashas-fudge.co.za)
- The winner must collect the prize from 'The Witness' offices in Willowton, PMB.
- If you have not been phoned and received news that you are a winner, then please assume your entry was unsuccessful.

flavours. Her most unusual are the biltong, rooibos, peanut-chilli and lemon.

She has grown the business, supplying fudge across the country, and has become a member of the Pietermaritzburg Chamber of Business.

Although she has a savoury palate, she is passionate about her fudge because it has given her so many opportunities to grow as a person.

"I think people like fudge because it is one of those old-fashioned things they associated with their granny or their home. It takes time to make and it makes you feel indulged.

"My fudge is made the old-fash-

ioned way with real butter and condensed milk. It gives one the sense of having a treat."

In the past few years, the fudges have scooped awards for the innovative product and the taste.

But Jardim is doing more. She has also made an effort to recycle all their waste and the separate the tins, paper and plastic into different bins for collection.

"We decided to be proactive before it became law," said Jardim.

With more experimental flavours on the way, you can never get bored.

To find out how to use the fudge in other recipes for winter, Jardim has a list of ideas on her website: [www.tashas-fudge.co.za](http://www.tashas-fudge.co.za)