



Jennifer Hudson (Sweet As Cakes)

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Award winning Jenny Hudson started Sweet As in 2005 after training as a pastry chef at a number of top UK establishments, including Claridges, St Martins Lane and Konditor & Cook.

Jenny's 'eureka' moment struck after a trip to Australia, when she returned home inspired and determined to jazz up the chocolate cakes of the Midlands, and this enthusiasm remains: "I love to see the look on people's faces when they see their cakes, and it's even better when they taste them! That's what keeps the passion in what I do alive." And don't just take Jenny's word for it – Sweet As cakes have gained royal approval from none other than HRH Prince Charles.

Dedicated to all things chocolatey, Jenny remains devoted to delighting anyone who tastes her heavenly chocolate creations and is a member of Heart of England Fine Foods, the regional food group for the West Midlands, which represents local producers and champions locally-produced, quality food.

Sweet As has since gone from strength to strength, having welcomed new business partner, Lucy Heath, in September 2009 to changing its name too Sweet As Cakes Ltd to celebrate the opening of the first shop in October 2009.

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