

Easter sweet ideas

From the sweeties.net wiki

The Easter egg began long before chocolate. In the Middle Ages, eggs were among the foods Christians could not eat during Lent, so they were saved up and eaten again at Easter, and they became the season's treat. In medieval England, children went door to door begging for eggs on the Saturday before Lent began.

From Versailles to Bristol

Chocolate eggs first appeared at the court of Louis XIV at Versailles, and in 1725 a widow named Giambone in Turin made them by filling empty eggshells with melted chocolate. The British firms then took over. In 1873 J. S. Fry and Sons of Bristol made the first hollow chocolate egg, from a smooth chocolate paste poured into egg moulds, and in 1875 Cadbury made its first Easter egg, using a pure cocoa butter that could be moulded into smooth shapes: see [the history of chocolate in Britain](#)

Easter eggs were once sold in a great deal of plastic packaging. In the UK that has gradually been replaced with recyclable paper and card.

The Creme Egg and the recipe row

Cadbury made filled eggs as early as 1923, but the Creme Egg in its present form was launched in 1963 as Fry's Creme Egg and renamed Cadbury's Creme Egg in 1971. It is sold only between New Year's Day and Easter, and by 2011 it sold more than 200 million a year in the UK.

In 2015 Cadbury, by then owned by the American firm Mondelez, changed the recipe, replacing the Dairy Milk chocolate shell with what it called a standard cocoa mix chocolate. The change was controversial, sales fell sharply in 2016, and reports put the loss at more than 6 million pounds.

Sweets for an Easter egg hunt

- **Jelly beans.** Historians suggest their egg like shape tied them to Easter in the United States in the 1930s: see [jelly beans](#)
- **Wrapped sweets.** Easier to hide outdoors and to share out fairly.
- **Marzipan.** The Easter Simnel cake has a layer of marzipan inside and another on top: see [marzipan](#)
- **A joke egg.** Fried egg sweets have no egg in them at all: see [fried egg sweets](#)

In our pick and mix

For an Easter bowl, we sell [SW008](#) and [SW027](#) by the 100 g. Each card opens up to show the full ingredients and allergens for the sweets we actually stock, and milk chocolate contains milk, so check before sharing: see [milk in sweets](#)

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