

Delicious Magazine

Natasha Hughes meets some of Borough Market's enthusiastic and thriving stallholders

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If you've got a sweet tooth, a visit to The Pudding Company is a mandatory part of any trip to Borough Market. Visitors to Jo Davis' stall are encouraged to sample wares that include an unctuously rich 75% cocoa chocolate pot, feather-light syllabubs, an exotic black rice pudding topped with coconut cream, and zesty fruit fools, which might be packed with gooseberries, rhubarb or apricots, according to the season. "My bestseller is a traditional rice pudding made with Jersey cream, packed full of Muscatel-soaked raisins," says Jo. While working as a food stylist, Jo spent some time researching recipes and then began making puddings in her tiny home kitchen, which she'd sell on to local retailers in small quantities.

she came to trade at the Borough Market and realised she'd found the ideal outlet for her talents. Within a month, she'd taken on a small kitchen at neighbouring Southwark Cathedral, set up a stall at Borough – and sales really took off.

"Back then, the market was full of locals and people who really knew about food, with an appreciation of the fact that I was using the best, the freshest ingredients," Jo explains. "Now there are more opportunistic visitors. From nine to 11am you have the serious shoppers and later, from 1pm, it's droves of drifters who like a nice pudding after lunch."

"There are enough people going through here on the two days we're open to make it well worth my while in terms of time and effort," she continues. "On average, people buy two puddings at a time, then take them home for dinner parties, or just to keep handy in the freezer. And, most importantly, they come back for more."

So successful has Jo been with her puddings that she's been approached by a major food group that wants to help her manufacture them on a large scale and distribute them nationally. Although she's excited by the potential of her new venture, Jo is keen to remain faithful to the roots of her success. "I'm going to stay on here at Borough," she says. "It's great for research, and I really do enjoy meeting the people who come through here every weekend."



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