

PLAYin CHOC®

Festive Joy With PLAYin CHOC

100% ORGANIC, 100% GREAT TASTE, 100% SLAVE FREE, 100% PLASTIC FREE



Build up to the excitement of Christmas Day with PLAYin CHOC, a fun and educational chocolate brand which is kind to both the body and planet, not to mention, also loved by kids and fully approved by adults!

Their award-winning recipe uses just three natural and organic ingredients, so it is suitable for virtually everyone, including those with a dairy, soy, nut, gluten or sesame allergy.

New for Christmas 2020 is the '12 sleeps to go' **advent calendar** for kids to count down to Santa's arrival. Just like their best-selling 24 drawer calendar, simply slip off the sleeve to reveal pull-out drawers, each filled with a 10g mini-chocolate bar wrapped in home compostable film, a 3D puzzle toy made from 100% recycled board to build, 3 stencils to use afterwards for creative drawing, and a fun facts educational info-card. Each day re-insert your drawer backwards to reveal a new grand design on Christmas Eve.



The calendar sleeve easily reverses into a beautifully illustrated play mat which will offer hours of extra fun as your child plays with each of their new 3D puzzle toys on this festive scene.

The 12-drawer advent calendar is RRP £27.50 and the 24-drawer Advent Calendar is RRP £55.

The Christmas collection also features a new 6-character **Gift Set**, filled with 6 festive themed ToyChoc boxes. Each of the ToyChoc boxes contain a different character to build, 2 mini allergen-free chocolates and a fact card to explore the world of Christmas. Ideal for stocking fillers, a table cracker alternative or to share with friends over the festive period.

Did you know Elves are said to have magical powers, and capable of helping people, most famously helping Santa prepare toys in his workshop in the North Pole all year round for delivery on Christmas Eve and Christmas Day.

The gift set is RRP £17.50.



The perfect gift which is 'not just for Christmas', the PLAYin CHOC **Subscription Box**. For those who love PLAYin CHOC and want to collect the animals, they have now launched a monthly delivery of 6 boxes straight to your door. Split evenly throughout the year, the full delivery is made up of 72 products in total; including 18 Endangered ToyChoc boxes, 18 Woodland ToyChoc boxes, 18 Dinosaur ToyChoc boxes, 6 ToyChoc Rabbit boxes for Easter, 6 Christmas Characters in December and 6 JustChoc Boxes.



£15.95 per month including free delivery, and only available from PLAYinCHOC.com.

Find the Christmas collection in John Lewis, on PLAYinCHOC.com and in various independent retailers worldwide.

For press enquiries, images, quotes or a sample, please email
DPR on info@dpublicrelations.co.uk or call 02082482684



Notes to editors:

About PLAYin CHOC

PLAYin CHOC was devised and created by Maya Simler, driven by her desire for something better for her children and a frustration with the harm caused to the natural world by plastic and excessive packaging.

Maya's background in design, her uncompromising attention to detail and a pioneering approach to engaging children with the future of our planet, mean that each box, as well as the carefully crafted toys within, are not only beautifully designed but also 100% recyclable and biodegradable. Together with a commitment to exclusively use organic certified ingredients in its chocolate, PLAYin CHOC is a unique treat for kids that brings together taste, creativity and sustainability.

PLAYin CHOC's delicious chocolate is made using just three natural, organic ingredients. The finest fairly traded Peruvian cacao beans, grown on small family-owned farms and gently roasted to release the full flavours, are combined with Madagascar Bourbon vanilla and vitamin-rich coconut to create each of the domino-sized treats, which are also certified vegan and contain no refined sugar.

The 'Kind' Recipe

The winning formula is a combination of just three natural and organic ingredients. This includes gently roasted cacao which is grown on small family-owned farm collectives in Peru (certified slave free, child labour free and animal labour free), Madagascar Bourbon vanilla and vitamin rich coconut. All of the ingredients are certified by the Soil Association, which means a reduction in pollution, conserving water, reduction in soil erosion, increase in soil fertility, and use of less energy. Organic farming without pesticides is also better for us, for nearby birds and animals as well as people who live close to farms.

Allergens – suitable for virtually everyone!

PLAYin CHOC is proud to produce all their chocolate in their own Salsa certified UK factory which only handles their three main natural and organic ingredients. So not only is the chocolate vegan, it is also free from the 14 major allergens, including dairy, gluten, nut and soy.

About the chocolate and packaging

From bean to bar, PLAYin CHOC is made from the finest fairly traded organic single origin Peruvian cacao beans grown on small family owned farms. The beans are then gently roasted in order to release the full flavours. Made in PLAYin CHOC's newly built specialist artisan facility in the UK, the chocolate is then combined with creamed coconut and coconut sugar, and Madagascar bourbon vanilla into a smooth velvety texture and complex multi note taste. Finally, the liquid chocolate is poured into moulds and set, before being wrapped and sealed for freshness and hand packed into their individual boxes.

Accreditations

Accredited by: Salsa, The Soil Association, Vegan Society, KLBD, Great Taste Award 2019, Junior Magazine Award 2018, World Food Innovation Award 2019, Lunch! Innovation Challenge Award 2019, Food Matters Live Award, International Chocolate Salon Award 2019 and the Bio-beurs Award 2020.

Packaging is 100% biodegradable. PLAYin CHOC packaging and toys are made from recyclable card which is PEFC and FSC sustainably sourced and the toys are made from 100% recycled card and paper. The chocolates are wrapped in 100% home compostable film which is air and watertight for maximum freshness and shelf-life.