Choc Nibbles Launch Two New Products For 2015

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The UK's favourite quirky chocolate treat, Choc Nibbles, are launching not one, but two new products in January 2015.

Our best selling 'Original Choc Nibbles' have been all 'poshed' up! These new Posh Choc Nibbles are new to the market and represent a line extension for the Choc Nibbles brand. For the first time we see the favourite quirky chocolate treat coated in smooth milk chocolate. A truly noble nibble!

Managing Director of Sweetdreams Ltd, Matthew Stephenson, said: "Choc Nibbles are by nature quirky as we concentrate on making the best product with the best margin for retailers. We've been working on bringing new products to the market, and we are pleased to announce Posh Choc Nibbles are the first of a number of new lines forthcoming.

Posh Original Choc Nibbles have been developed to extend our brand penetration and open up new opportunities, into pic'n'mix for example. More uniform in shape, more aesthetically pleasing while retaining the quirkiness of the brand and the same high quality taste.

Posh Choc Nibbles will be available to wholesalers from early January in 2.5kg jars and for bulk supply.

The second of our new products is a new Jammie Choc Nibble - a combination of delicious chocolate, fruity jam and crumbly biscuit. Staying true to the brand values, it's a quirky, moreish chocolate treat and complements our existing range of flavours which now includes, original, toffee, mint and orange,

With orders already secured, both Posh Choc Nibbles and Jammie Choc Nibbles will be hitting wholesalers and retailers shelves early January 2015. These two new products retain the brand's high quality product and one of the best POR margins for retailers in the bulk chocolate sector.

Jammie Choc Nibbles will be available in 3kg jars and bulk format for repackaging.

Sweetdreams Ltd, manufacturers of Choc Nibbles' tasty chocolate treats, creates high quality chocolate products in a range of flavours, using premium ingredients, offered at value price point. These versatile little treats can be utilised as a baking ingredient, toppings for sweet treats such as pancakes, cupcakes, ice cream or milkshakes! Established for almost 30 years, Choc Nibbles have become a favourite for anyone who tries them.

For further information on Choc Nibbles, please visit: www.chocnibbles.co.uk

-**ENDS-**

**** high resolution images can be downloaded fromhttp://bit.ly/ChocNIbblesNewProduct ***

The two new Choc Nibbles products are:

- Jammie Choc Nibbles

- Milk Chocolate Coated Posh Original Choc Nibbles

For further details, please contact Emma Campbell at OPR

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Notes to editor:

Choc Nibbles was established in 1985 making it 30 years old in 2015. It is based in Cramlington and is a privately owned, family business (The Stephenson family) employing seven permanent members of staff, including two which have been with the company since the invention of Choc Nibbles.

The original product range includes:

- **Original Choc Nibbles**, the best seller, a delicious soft bite using a blend of quality chocolate, soft caramel, biscuit and nuts

- **Toffee Crumble (currently Toffee Choc Nibbles)**, A blend of chocolate, a touch more gooey toffee and extra biscuit

- **Choc Lick**, a velvety chocolate dust

- **Orange Choc Nibbles**, a blend of real milk chocolate, caramel, wafer biscuit and zesty orange flavour

- **Mint Choc Nibbles**, a blend of real milk chocolate, caramel, wafer biscuit and fresh mint flavour

The original product range is available for wholesale in:

- 3kg jars

- 10kg bulk supply

- 200g grab bags – Toffee Crumble (Toffee Choc Nibbles) and Original Choc Nibbles

- Original Choc Nibbles 175g Christmas tubes (Hancocks depots only – new line September 2014) Christmas line only.

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