Chocolate beats wine when it comes to topping Millenials wish list

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Chocolate trumps pretty much all other indulgent activities according to a new study of Millenials living in London. Commissioned by artisan chocolate manufacturer Gemini Chocolate it revealed that less than a quarter would be prepared to give up their weekly chocolate fix, but almost half would be happy to give up alcohol for good.

Findings released last month by EventBrite also support this, with 90% of millennials thinking getting drunk is seriously uncool and 42% drinking less than they were 3 years ago.

Samuel Chandler, founder of Gemini Chocolate, says: "As a Millennial myself it comes as no surprise to me that alcohol is coming a poor second to chocolate. Since we launched our range of raw chocolate bars online last month they have been flying off the shelves so to speak, and it also really doesn't astonish me that Millennials are eating chocolate weekly and often daily. Our survey has shown there is a clear move away from drinking in this segment and a move towards eating raw chocolate as part of a healthy lifestyle. Three quarters of our respondents would be happy to consume chocolate in a healthy shake and over half would eat it as part of a healthy breakfast."

It's not just any old chocolate that Millennials are interested in though. The survey showed that this generation has a strong interest in provenance and health, with 61% saying it was important to know where the cacao beans came from and 64% declaring they would rather buy a healthy new chocolate brand than a high street name.

And that is where Gemini Chocolate comes in. Chandler, a passionate foodie, founded Gemini Chocolate as he felt there was a gap in the market for a raw chocolate brand whose flavours could genuinely compete with processed chocolate. Based near York Chandler produces delicious ethical chocolate using natural ingredients such as Palmyra tree blossom and dried coconut. Made from raw cacao beans the bars are wrapped in tempered chocolate giving them a uniquely delicious juxtaposition of texture and flavour.

NOTES TO EDITORS

To receive further information and/or samples of Gemini Chocolate products please contact Louisa Seymour at www.puretas.co.uk

75% of the sample were aware that raw chocolate was their healthiest option and, to date, no high street brand is offering consumers this

Gemini is working to support MacMillan's Sober October appeal this month and will be donating 10p from every bar sold to this cause. There will be online activity (paid and organic) to promote this via the Facebook page which in the last month has reached over 40,000 unique consumers.

Gemini Chocolate interviewed a statistically representative sample of 100 young people in October 2017

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