

Doisy & Dam Launches New Coconut & Lucuma Chocolate

Thursday 22 January, 2015

Getting the year off to a flying start, superfood chocolate brand, Doisy & Dam has announced a brand new addition to its range, Coconut & Lucuma.

The new flavour brings together Doisy & Dam's trademark 74% cocoa organic chocolate, with the health-boosting attributes of coconut and lucuma.

The new flavour will bring the number in the range up to five and give chocolate-lovers something new to sink their teeth into.

The health benefits of coconut are well documented: high in fibre, with a low GI coconut can also improve heart health, help prevent obesity, improve digestion and give an instant energy boost, while the lesser-known lucuma is a source of antioxidants, fibre, vitamins and minerals including potassium, magnesium, calcium and iron and has been labelled as one of nature's newest superfoods.

"We're always looking for exciting new flavour combinations," explains Doisy & Dam co-founder, Edward Smith. "Coconut goes brilliantly with dark chocolate and lucuma is a fantastic natural health-boosting superfood. The mix of the two provide a perfect balance and taste great."

Coconut & Lucuma is the fifth flavour in the Doisy & Dam range and will be available from Wholefoods, Planet Organic and Ocado, as well as online at www.doisyanddam.com RRP £3.99 for a 100g bar.

For more information, interviews or product samples please contact Nikki Whiteford at nikki@nicolawhitefordpr.com or call 07733 261843

[Notes for Editors]

- Doisy & Dam was launched in October 2013 by Edward Smith and Richard Wilkinson
- There are five products in the range: Goji & Orange, Mulberries, Chia Seeds and Spirulina, Maca, Vanilla & Cacao Nibs, Ginger, Chilli Flakes and Hemp Seed and Coconut & Lucuma.
- For more information visit www.doisyanddam.com

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