Eurochange First In Market To Trade Edible Foreign Currency: Cash Cuisine

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NEWS RELEASE

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In a revolutionary fusion of finance and flavour, eurochange, the UK's leading travel money expert, has become the nation's first provider of edible foreign currency - 'Cash Cuisine'.

This groundbreaking innovation merges finance and gastronomy to present a unique and sustainable alternative to traditional banknotes. Crafted from organic, biodegradable materials, Cash Cuisine a delicious, environmentally friendly treat.

Charles Stewart, eurochange managing director, said: "eurochange is always seeking new ways to provide customers with added value. That's why we've been working for some time to create a form of currency that is as experiential as it is transactional.

Cash Cuisine is set to redefine the very nature of currency, offering a tangible new way to experience the world of foreign exchange. Made from high-quality ingredients like plant-based dyes, cocoa and rice paper, the notes will look exactly like their inedible counterparts while being secretly delicious. Customers shouldn't be swayed by the notes' unappetising appearance - Cash Cuisine is soft and tasty, putting the tender in tender."

Each of the world's unrestricted currencies is to receive an edible edition with bespoke flavor profiles, from Bok choy-based Chinese yen to chocolate-infused Swiss francs. As well as celebrating global diversity, Cash Cuisine will also promote sustainability by minimising waste and using renewable substrates to support a circular economy.

The first limited-edition series of edible currency will be launched on April 1 2025 through eurochange's network of 240+ UK branches.

DISCLAIMER: this is an April Fool's article so should not be taken as fact. Please do not eat money.

-ENDS-

Notes to editors:

For more information about Cash Cuisine or eurochange's wider travel money services, contact press@eurochange.co.uk.

About eurochange:

eurochange is one of the UK's leading foreign exchange experts, specialising in travel money, international payments, money transfers and remittance services for retail, business and banking customers.

In operation since 1975, the company has expanded significantly to now include over 240 branches throughout England, Scotland, Wales and Northern Ireland, as well as a significant online presence. Today, we take care of thousands of transactions every single day, across over 50 currencies (the widest range on the market) to hundreds of countries around the world, providing travel money in cash and on our eurochange Travel Money Card powered by Mastercard®.

But throughout every change, our brand vision has remained the same: to add value to every customer's journey, offering competitive pricing and service alongside inspiration and expertise. This is reflected by our consistently superb reputation, with an 'Excellent' Trustpilot rating from over 20,000 reviews and

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