

In a Market Lacking Innovation, Plamil Launches Bold New Vegan Chocolate Bars

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Plamil Foods continues to thrive where other brands have disappeared, offering value-for-money 40g bars, innovative flavours, and a bold new contemporary look. Folkestone, UK – Ethical chocolate pioneer Plamil Foods is breaking new ground with the launch of a range of innovative vegan chocolate bars that deliver on size, taste, and value.

At a time when chocolate prices have surged and many brands have shrunk their bars, Plamil stands out by offering these new generously sized 40g bars at an accessible RRP of £1.75. This makes them a smart, great-value choice for consumers looking for indulgence without compromise.

The launch also reveals fresh, modern packaging that reflects Plamil's move in a bold, contemporary direction, ensuring strong standout on shelves and reinforcing the brand's reputation for innovation.

Among the highlights is the Hazelnut Praline Flavour Bar – a rich, nut-free creation that captures the indulgent taste of hazelnut praline without allergens.

Plamil Foods - prepare to be delighted

The full line-up includes:

- ? Hazelnut Praline Flavour Bar – A rich, nut-free indulgence with all the taste of hazelnut praline.
- ? Low Sugar Dark Chocolate Bar (72% Cocoa) – A sophisticated, intense chocolate with reduced sugar for mindful enjoyment.
- ? Salted Caramel Bar – A luxuriously smooth vegan “m!!ky” chocolate with golden, sea-salted caramel.
- ? Coffee Chocolate Bar – A bold, aromatic blend of robust coffee notes and silky vegan chocolate.
- ? Extra Dark Chocolate Bar (87% Cocoa) – An exceptionally deep, powerful cocoa experience for true purists.

Every bar is 100% vegan, dairy-free, and produced in Plamil's nut-free UK facility powered entirely by renewable energy, using Rainforest Alliance certified cocoa.

“In a market where many brands have disappeared, we're proud that Plamil is still going strong” said Adrian Ling, Managing Director of Plamil Foods. “We've drawn on our long heritage of innovation to develop products that look and taste great, offer value for our customers, and are uncompromising on taste, ethics, and size.”

Product Highlights

- ? Value for Money: 40g bars at RRP £1.75
- ? Innovative Flavours: Including the allergen-friendly Hazelnut Praline Flavour
- ? New Packaging: Modern, bold designs steering the brand in a fresh direction
- ? Allergen-Friendly: Made in a fully nut-free environment
- ? Ethically Sourced: Rainforest Alliance certified cocoa
- ? Sustainably Made: Produced with 100% renewable energy

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Available now via plamilfoods.co.uk, select UK retailers and Independent Health Food Stores. Stockists - CLF, Suma, Dundeis, Green City and Independent Irish. This innovative new collection brings much-needed excitement to the plant-based confectionery market.

Media Kit:

High-resolution images, product details, and logos available.

Samples & Interviews:

For samples, interviews, or quotes from Adrian Ling, please contact nicky@plamilfoods.co.uk.

B2B News Coffee Bean Coating Chips are now available for businesses through Vegan Chocolat – the easiest way to infuse products with the rich taste of real coffee. Order today at veganchocolat.co.uk.

About Plamil Foods

Since the 1950s, Plamil Foods has proudly led the way in vegan and ethical food manufacturing in the UK. From producing the nation's first certified vegan chocolate to operating a renewable-powered, allergen-controlled facility, Plamil continues to innovate where others have faded, staying strong through its heritage of trust, quality, and creativity.

Learn more at plamilfoods.co.uk.

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