Ohso Probiotic Belgian Chocolate: Boots Meal Deal & Laura Trott Partnership For 2015 Set To Boost Sales To Over One Million Bars

Tuesday 24 February, 2015

Related Sectors:

Food & Drink ::

Related Keywords:

Ohso Probiotic Belgian Chocolate :: Boots ::

Scan Me:

Award-winning probiotic Belgian chocolate brand **Ohso** [www.ohso.com] is now available in Boots' '*Meal Deal'* as well as across three different retail platforms in the store. The brand has also partnered with double gold Olympic athlete Laura Trott and both collaborations are set to boost sales to over one million bars this year.

Designed to be eaten daily, health conscious Boots '*Meal Deal*' customers can now select **Ohso** cultured Belgian chocolate to support digestive health and have a delicious treat each day.

Laura Trott's double gold Olympic wins and determination to succeed as a world class athlete makes her the perfect ambassador for Ohso and the brand has introduced the tagline "it takes good guts to win." With Boots being a leading health store in the UK, these two partnerships are set to make a winning combination for **Ohso**.

Available in 200 Boots stores nationwide, each **Ohso** baris sized individually (13.5g) for optimum probiotic portion control, and is also sold in convenient weekly packs of seven mini bars (RRP **£3.99**) in five delicious varieties.

Ohso Co-Founder **Andrew Marten** says: *"This is a very exciting year for the brand and we are delighted that Laura Trott is representing us, who through her inspiring Olympic successes understands better than anybody that it really does take "good guts" to win. Laura believes that enjoying an Ohso bar every day is both beneficial and really enjoyable.*

Packed full of active bio cultures which are uniquely encapsulated in the finest quality Belgian chocolate, **Ohso** [www.ohso.com] uses chocolate to deliver good bacteria to the gut. Protected by the chocolate's cocoa butter and the brand's revolutionary patented microencapsulation process, the live bacteria are less affected by destructive stomach acidity than milk based probiotic supplements, and as a result are three times more likely to survive the gut intact.

The Belgian chocolate is rich in multiple minerals and contains just 72 calories, or 63 calories for the *'No Added Sugar'* varieties. Each individually wrapped **Ohso** bar contains over one billion live *Lactobacillus* and *Bifidobacterium* bacteria, plus with either 53% or 70% cocoa content, they are packed with flavanols and antioxidants.

Ohso has no added dairy and is gluten, nut and cholesterol free. The range is all-natural and is available in five exciting variants, all suitable for vegetarian diets:

- **Classic Belgian Chocolate**
- **Natural Orange Belgian Chocolate** **Awarded a Great Taste 2013 Gold Star*
- **No Added Sugar Belgian Chocolate**
- **No Added Sugar Lemon Belgian Chocolate**
- **No Added Sugar Raspberry Belgian Chocolate** **Awarded a Great Taste 2014 Gold Star*

www.ohso.com

ENDS

For further media information, interviews, samples or images, please contact

PALM PR (www.palm-pr.com):

Emma Hukin: emma@palm-pr.com

Kate Licnachan: kate@palm-pr.com

0207 871 6734

Notes to Editors:

About Ohso

Ohso is sold individually at Boots (RRP: 60p) and in the Boots 'Meal Deal' offer.

Ohso is also sold in packs of seven daily bars (RRP **£3.99**), which are available in Boots, Ocado, Tesco Nutri Centres, Holland & Barrett, Wholefoods, Harvey Nichols and independent retailers throughout the UK.

Each **Ohso** bar is just two Weightwatcher points.

Ohso contains multiple minerals including calcium, copper, magnesium, phosphorus, potassium, sodium and zinc.

Ohso bars have a shelf life of 18 months with no need to refrigerate.

Subscription Service

Consumers can save on the price of postage and enjoy receiving a pack of seven daily **Ohso** bars delivered straight to their door with a weekly subscription service via www.ohso.com

The first week is half price £1.99 (as opposed to the full price of £3.99) and you can pause, amend or cancel your subscription at any time.

Brand Overview

Ohso was launched in 2011 by founders Andrew Marten and Richard Thompson.

Andrew suffered from IBS and was looking for a product that tasted great and delivered probiotics for better gut health.

Awards

Ohso Co-Founder Andrew Marten was awarded the Investec Food & Drink Entrepreneur of the Year Award at the House of Commons in 2014.

The Natural Orange Belgian Chocolate was awarded a *Great Taste Gold Star in 2013* and theNo Added Sugar Raspberry Belgian Chocolate was awarded *a Great Taste Gold Star* in 2014.

Social Media

Twitter: @Ohso_Chocolate

Instagram: @ohso_goodforyou
Facebook: www.facebook.com/ohsogoodforyou

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk