

PLAYin CHOC®

THE MULTI-AWARD WINNING PLAYin CHOC ALLERGEN FREE CHOCOLATE & PLASTIC FREE TOY BRAND GROW THEIR RANGE; TO INCLUDE A MONTHLY SUBSCRIPTION PACKAGE, 66 COLLECTABLE ANIMALS OVER 5 RANGES, A 24 DRAWER ADVENT CALENDAR AND THEIR JUSTCHOC BOXES.



Awards

Since launching in 2018, PLAYin CHOC have now won their 10th industry award for their organic allergen free chocolates and plastic-free toys.

The prestigious Food Matters Live Award in November 2019 was awarded by a panel of 20 esteemed industry judges and announced at a ceremony in London's Excel Centre as PLAYin CHOC ToyChoc Box Winner Innovative Natural and Organic Product of the Year 2019, shortly followed by the Netherland's Bio-beurs Show in January 2020 where they won Best Organic Product when up against 25 brands.

With these recent wins, other sought after awards under their belt include: Best New Organic Product Winner at the World Food Innovation Awards 2019; 2 wins at the San Francisco International Chocolate Salon Awards 2019, a Silver Award Winner for the Lunch! Innovation Challenge 2019, two further 1 Star Awards at the Great Taste Awards 2019 for the ToyChoc Boxes and JustChoc Boxes, the Junior Design Award for Best Eco Toy 2018, and a 1 Star Great Taste Award 2018.

The New Recipe

The winning formula is a combination of only three natural, organic ingredients. The finest fairly traded Peruvian cacao beans (grown on small family-owned farms and gently roasted to release the full flavours) are combined with Madagascar Bourbon vanilla and a vitamin-rich coconut to create each of the domino-sized treats, which are also certified organic and vegan.

PLAYin CHOC is suitable for virtually everyone as it dairy free, nut free, gluten free, soy free and contains coconut sugar instead of refined cane sugars.



ToyChoc Boxes

PLAYin CHOC launched in 2018 with the 18-set Endangered animals, however there are now 66 animals to collect across 5 ranges. The newest range being the 18-set Dinosaurs, which sits alongside 18 Woodland animals, 6 Rabbits and 6 Christmas characters.



Whether you want to collect the animals, use them as plastic-free party bag favours, or purchase them individually, each ToyChoc Box contains an eco-friendly toy to collect and assemble, an educational fun facts card made from 100% recycled and recyclable card and paper, plus 2 x 10g organic vegan chocolates wrapped in home compostable film. Kids can also keep the frames from their animal puzzle to use as stencils for colouring and creative play, and keep the box for more play or for keepsakes.

PLAYin CHOC supports 5 charities from the sale of its products: The Natural History Museum in London (which is home to the most complete Stegosaurus in the world) will receive 1p from every Dinosaur ToyChoc Box sold; Whitley Fund for Nature will receive 1p from every Endangered Animal ToyChoc Box sold; English Heritage will receive 1p from every Woodland Animal ToyChoc Box. Other charities supported include Unicef and WWF.



ToyChoc Boxes are £2.95 each, or £50 for a complete set of 18

JustChoc Boxes



Ideal for every day on-the-go treats, or to give to friends and family, JustChoc Boxes come in boxes of 5 and 10 pieces of 10g organic allergen free mini chocolate bars individually wrapped in 100% home compostable film. This allows maximum portability, freshness, hygiene and portion control. JustChoc Boxes are available in Single Origin Peruvian Dark 70% and Single Origin Peruvian Vegan Milk – which is the flavor that is in every ToyChoc Box and Advent Calendar.

JustChoc Box 5 piece is £2.95, and the 10 piece is £5.95

Advent Calendar

PLAYin CHOC pride themselves on their fully recyclable designs, as seen on their new and impressive luxury Advent Calendar which launches in Ocado.com for Christmas 2019. The beautifully illustrated sleeve has a festive woodland artwork image, which when slipped off reveals 24 pull-out drawers. Each colourful drawer is derived from a ToyChoc box which is the brands best-selling item. Simply pull out the drawer and inside you will find a 10g organic mini chocolate bar wrapped in home compostable film, a 3D puzzle toy made from 100% recycled board to build, 3 stencils to use afterwards for creative drawing, and a fun facts educational info-card.



Each day re-insert your drawer backwards to reveal a new grand design on Christmas Eve. The calendar sleeve also easily reverses into a beautifully illustrated play mat which will offer hours of extra fun as your child plays with each of their new 3D puzzle toys on this festive scene.

Advent Calendar is £55

Subscription Package

By request, PLAYin CHOC now offer a delivery of 6 cubes to your door each month. Split evenly throughout the year, the full delivery is made up of 18 Endangered animals, 18 Woodland animals, 18 dinosaurs, 6 rabbits for Easter, 6 festive cubes for Christmas and 6 of their JustChoc boxes. For just £15.95 per month including free delivery, this makes for the perfect gift, or memorable treat to give your children and their friends. Plus, as it is allergen free, there is no guilt or worry that it cannot be enjoyed by all! But who said you have to share it?

A monthly fee of £15.95 for a 12-month period



Maya Simler, mother of 2 young boys, says "I still remember the anticipation, excitement and joy I felt as a child when my parents would buy me a special treat – a chocolate with a small toy! I felt compelled to create my own take on this but with a firm focus on beautiful illustration and design, an awareness of the world around us and, of course, artisanal, fairly traded ingredients."

Find PLAYin CHOC in a local independent retailer near you,
or visit www.playinchoc.com. Minimum order £10, with free delivery on all orders over £20.

**For press enquiries, images, quotes or a sample,
please email DPR on info@dpublicrelations.co.uk or call 02082482684**

Notes to editors:

ABOUT PLAYin CHOC

PLAYin CHOC was devised and created by Maya Simler, driven by her desire for something better for her children and a frustration with the harm caused to the natural world by plastic and excessive packaging.

Maya's background in design, her uncompromising attention to detail and a pioneering approach to engaging children with the future of our planet, mean that each box, as well as the carefully crafted toys within, are not only beautifully designed but also 100% recyclable and biodegradable. Together with a commitment to exclusively use organic certified ingredients in its chocolate, PLAYin CHOC is a unique treat for kids that brings together taste, creativity and sustainability.

PLAYin CHOC's delicious organic chocolate is made using just three natural, organic ingredients. The finest fairly traded Peruvian cacao beans, grown on small family-owned farms and gently roasted to release the full flavours, are combined with Madagascan Bourbon vanilla and vitamin-rich coconut to create each of the domino-sized treats, which are also certified vegan and contain no refined sugar.

ABOUT THE CHOCOLATE AND PACKAGING

From bean to bar, PLAYin CHOC is made from the finest fairly traded organic single origin Peruvian cacao beans grown on small family owned farms. The beans are then gently roasted in order to release the full flavours. Made in PLAYin CHOC's newly built specialist artisan facility in the UK, the chocolate is then combined with creamed coconut and coconut sugar, and Madagascan bourbon vanilla into a smooth velvety texture and complex multi note taste. Finally, the liquid chocolate is poured into moulds and set, before being wrapped and sealed for freshness and hand packed into their individual boxes.

TOYCHOC BOXES

The 66 collectable 3D toys can be easily pieced together by children aged 3 years and older and comply fully with all relevant toy safety standards worldwide.

Dinosaur collection includes: Anklisourus, Archaeopteryx, Baryonix, Coelophysis, Diplodocus, Iguanodon, Leallynasaura, Maiasaura, Ovriaptor, Protoceratops, Pteranodon, Spinosaurus, Stegosaurus, Tyrannosaurus Rex, Triceratops, Velociraptor, Vucanodon, Yehuecauhceratops

Endangered collection includes: Marine Turtle, Orangutang, Giraffe, Lion, Polar Bear, Elephant, North Atlantic White Whale, Sumatran Tiger, Pangolin, Snow Leopard, Mountain Gorilla, Spider Monkey, Northern Sportive Lemur, Panda, , African Penguin, Jaguar, Rhino, Dolphin

Rabbit collection includes: English Angora, English Spot rabbit, Fuzzy Lop, Harlequin Dutch rabbit, Lion Head, Pigmy

Woodland collection includes: Moose or Elk, Deer, Boar, Hedgehog, Woodpecker, Fox, Wolf, Lynx, Brown bear, Mouse, Squirrel, Badger, Beaver, Skunk, Frog, Owl, Raccoon, Turkey.

Festive Character includes: Santa, Gingerbread Man, Elf, Christmas tree, Reindeer and Snowman.

ACCREDITATIONS

Accredited by: Salsa, The Soil Association, Vegan Society, KLBD, Great Taste Award 2019, Junior Magazine Award 2018, World Food Innovation Award 2019, Lunch! Innovation Challenge Award 2019, Food Matters Live Award, International Chocolate Salon Award 2019 and the Bio-beurs Award 2020.

Packaging is 100% biodegradable. PLAYin CHOC packaging and toys are made from recyclable card which is PEFC and FSC sustainably sourced and the toys are made from 100% recycled card and paper. The chocolates are wrapped in 100% home compostable film which is air and water tight for maximum freshness and shelf-life.

ABOUT THE NATURAL HISTORY MUSEUM, LONDON

The Natural History Museum exists to inspire a love of the natural world and unlock answers to the big issues facing humanity and the planet. It is a world-leading science research centre, and through its unique collection and unrivalled expertise it is tackling issues such as food security, eradicating diseases and managing resource scarcity. It is the most visited natural history museum in Europe and the top science attraction in the UK; they welcome around five million visitors each year and their website receives over 850,000 unique visitors a month. People come from around the world to enjoy their galleries and events and engage both in-person and online with their science and educational activities through innovative programmes and citizen science projects. www.nhm.ac.uk

ABOUT THE ENGLISH HERITAGE, UK

English Heritage cares for over 400 historic buildings, monuments and sites - from world-famous prehistoric sites to grand medieval castles, from Roman forts on the edges of the empire to a Cold War bunker. Through these, they bring the story of England to life for over 10 million people each year. www.english-heritage.org.uk