

PLAYin CHOC®

THE MULTI-AWARD WINNING PREMIUM CHOCOLATE BRAND WHICH IS KIND TO THE BODY AND PLANET.
100% RECYCLABLE, 100% PLASTIC-FREE, 100% SLAVE FREE, 100% ORGANIC



The 'Kind' Recipe

The winning formula is a combination of just three natural and organic ingredients. This includes gently roasted cacao which is grown on small family-owned farm collectives in Peru (certified slave free, child labour free and animal labour free), Madagascan Bourbon vanilla and vitamin rich coconut. All of the ingredients are certified by the Soil Association, which means a reduction in pollution, conserving water, reduction in soil erosion, increase in soil fertility, and use of less energy. Organic farming without pesticides is also better for us, for nearby birds and animals as well as people who live close to farms.



Let's Talk Allergens – suitable for virtually everyone!

PLAYin CHOC is proud to produce all their chocolate in their own Salsa certified UK factory which only handles their three main natural and organic ingredients. So not only is the chocolate vegan, it is also free from the 14 major allergens, including dairy, gluten, nut and soy.

ToyChoc Boxes for little ones to learn and explore

PLAYin CHOC entered the market back in 2018 with their set of 18 Endangered animals, which has since grown to 66 collectable animals across 5 ranges. The latest range to launch is a set of 18 Dinosaurs, which sits alongside 18 Woodland animals, 6 Rabbits and 6 Christmas characters.



The ToyChoc boxes are loved by kids and welcomed by adults. Each recyclable card box contains 2 x 10g chocolates wrapped in 100% plant based home compostable film, a 3D animal puzzle toy to assemble and collect and a fun facts educational card to learn about that animal. So whether you want to collect the animals, use them as plastic-free party bag favours, or simply purchase them as an every-day special treat, they are great for creative imaginative play, education and half the sugar of typical alternatives.

PLAYin CHOC supports 5 charities from the sale of its products: The Natural History Museum 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 RRP £2.95 each, or RRP £50 for a complete set of 18 ToyChoc Boxes. The 6 box Selection, Rabbit and Christmas sets are RRP £17.50 each.

JustChoc, featuring the new 3 piece

The JustChoc range has proven extremely popular, either as an on-the-go snack or to gift to friends and family.

This collection includes a 5 or 10 piece box and a new 3 piece box. Each 10g piece has the same three ingredients (available as Single Origin Peruvian Dark 70% and Single Origin Peruvian Vegan M●lk). Each 10g mini-bar is individually wrapped in 100% plant based home compostable film. This allows maximum portability, freshness, hygiene and portion control.

JustChoc 3 piece RRP £1.95, JustChoc 5 piece RRP £2.95 and JustChoc 10 piece RRP £5.95.



Christmas joy with the multi-award winning PLAYin CHOC Advent Calendar

Experience 12 or 24 days of PLAYin CHOC joy in the lead up to Christmas with a beautifully illustrated chocolate and surprise toy advent calendar – all 100% plastic-free.



Slip off the festive sleeve to reveal 24 or 12 pull-out drawers, each filled with a 10g 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.

The 12 drawer advent calendar is RRP 27.50 and the 24 drawer Advent Calendar is RRP £55.

Subscribe with PLAYin CHOC

By request, PLAYin CHOC now offers a delivery of 6 surprise ToyChoc Boxes to your door every month. Split evenly throughout the year, the full delivery is made up of 72 products in total: 18 Endangered animals, 18 Woodland animals, 18 Dinosaurs, 6 Rabbits for Easter, 6 Christmas characters and 6 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, it can be enjoyed by all! But who said you have to share it?

A monthly fee of £15.95 for a 12-month period (cancel anytime)



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."*

Awards love PLAYin CHOC

PLAYin CHOC have won 10 industry awards (so far!) 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.

These recent wins join other awards including: 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.

Find PLAYin CHOC in a local independent retailer near you, or visit www.playinchoc.com.

Free delivery on all orders over £5.

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 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, Coelophys, Diplodocus, Iguanodon, Leallynasa, Maiasaura, Oviraptor, Protoceratops, Pteranodon, Spinosaurus, Stegosaurus, Tyrannosaurus Rex, Triceratops, Velociraptor, Vucanodon, Yehuecauhceratops

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