

Sugar Free Dark Chocolate

MEDIA RELEASE – FOR IMMEDIATE RELEASE

More Mint Crisp

It's no secret consumers are becoming increasingly health conscious; and this consideration is no longer limited to personal wellbeing.

More and more purchasers are now ensuring their family makes better food choices, too.

It's with this in mind that Well Naturally has launched its popular Sugar Free Dark Chocolate in 90g share block size – giving consumers more of their favourite variety.

“Mint Crisp is the best-selling flavour among the Sugar Free Dark Chocolate products,” said Well Naturally brand manager Tracy Wong. “It was therefore natural for us to introduce it as the first variety in the 90g block range.”

Wong said overwhelming requests from loyal Sugar Free Dark Chocolate fans prompted the idea to produce a block size.

Positioned as a “guilt-free indulgence”, Sugar Free Dark Chocolate is made with 70 per cent cocoa and sweetened with Stevia – a natural, plant-based ingredient gaining momentum among the figure-conscious.

Smooth and rich, Sugar Free Dark Chocolate is available in five varieties: Mint Crisp, Rich Dark, Almond Chip, Valencia Orange and Caramel Crisp.



Apart from the 90 gram block, Mint Crisp, as well as all other flavours, is available in 45g bars.

When asked if Vitality Brands planned to produce other flavours in block size, Wong said it was a possibility: "We may do so in the future, depending on consumer demand," she said. "We would likely offer our next-best selling variety."

Sugar Free Dark Chocolate is brought to you by Vitality Brands Worldwide – Good for you, good for our planet.

Sugar Free Dark Chocolate is available in the health food aisle of Coles and Woolworths stores, selected independent supermarkets, pharmacies and health food stores nationally.

For further information on stockists please contact Vitality Brands on +61 3 9861 7000.

www.vitalitybrands.com

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For media enquiries, please contact Vitality Brands Communications Manager Bianca Mangion: Phone: +61 3 9861 7024 Email: bm@vitalitybrands.com.

