

Whitakers

30 March 2010

Whitakers' Novelty Neapolitans are a Hit with the Coop



A series of seasonal packs of Neapolitan chocolates developed by Whitakers Chocolates has been listed by The Co-operative.

The special presentation packs contain 12 theme-wrapped chocolate squares and were first launched last year in The Co-operative for Father's Day, resulting in the sale of 30,000 boxes. This year, Whitakers has extended the range by producing the 60g packs of milk and plain chocolates for Mother's Day, Christmas and Halloween.

Already, The Co-operative has placed an order for 120,000 Mother's Day packs and plans to list the three other packs as well as Easter and Happy Birthday designs due to be launched in 2011.

"The novelty packs are such a simple, but effective idea. They are a development of our fundraising Calendar Girls packs which have proved to be extremely popular gifts," explains William Whitaker, managing director of Whitakers Chocolates. "With the support of one of the UK's leading retailers, we

For further information please contact Appeal PR on 01423 569 999



sold a total of about 150,000 packs last year and felt confident to extend the range – this year, we expect sales to reach more than 300,000.”

Whitakers is one of the UK’s leading manufacturers of Neapolitan chocolate squares providing personalised Neapolitans to the foodservice sector and supplying 35,000 restaurants throughout the country. The company also produces selection boxes of after dinner chocolates under the Whitakers brand and also under supermarkets’ and wholesalers’ own labels.

- ENDS -