



PRESS RELEASE

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LEONIDAS EXPANDS IMPULSE GIFTING WITH NEW FOR YOU HEARTS ASSORTMENT

Leonidas Maître Chocolatier has created a third masterful collection of delicious chocolate pieces to complete the trio of 'FOR YOU' gift boxes that will delight travellers.



In keeping with the mission of Leonidas 'to spread moments of happiness for all', the FOR YOU box collection is the perfect little treat for oneself, for one's nearest and dearest, or just to say "thank you".

The latest addition is the '**FOR YOU**' Hearts 6-piece assortment, a vibrant red gift box containing two blond chocolate hearts with exquisite coffee dulce de leche filling, two milk chocolate hearts filled with velvety vanilla cream and two dark chocolate hearts with an intense dark chocolate ganache filling.

This new six-piece box joins the FOR YOU Louise and the FOR YOU Duetto assortments, which were launched earlier this year and have proved very popular with shoppers looking for an indulgent self-treat or a delightful small gift.

CONFISERIE LEONIDAS S.A./N.V.

Bld Jules Graindor 43 • B – 1070 Brussels • Belgium • T : +32 (0)2 522 19 57 • F : +32 (0)2 522 09 43 • www.leonidas.com

RPM Bruxelles – RPR Brussel • TVA BE 0407.824.919 BTW

FORTIS 210-0178000-57 BIC : GEBABEBB IBAN : BE 09 2100 1780 0057 • ING 310-1691691-97 BIC : BBRUBEBB IBAN BE 54 3101 6916 9197

The FOR YOU Duetto assortment showcases the more exotic side of Leonidas with three types of Duetto's: the unusual Duetto Yuzu & Dragonfruit piece, a white chocolate covered ganache with yuzu and dragon fruit filling, alongside dark chocolate Duetto Strawberry & Balsamic and milk chocolate Duetto Nougat & Sesame.

The FOR YOU Louise assortment delights the more traditional taste buds with Louise White caramel flavoured praliné with caramelised hazelnuts, Louise Milk caramel praliné and Louise Dark caramel praliné.

The trio of FOR YOU gift boxes, which are ideal as check-out or cross-merchandising items to drive basket spend, will be showcased at TFWA World Exhibition at stand D24 Blue Village from 30th September through 4th October.

Created in Belgium, Leonidas chocolates contain 100% cocoa butter, 0% palm oil and only fresh ingredients for moments of pure happiness.

For further product details please contact nelly.sannwald@leonidas.be or visit www.leonidas.com.

About Leonidas:

Leonidas was founded by Leonidas Kestekides in 1913. Today, the preferred Belgian chocolatier has more than 1,300 sales outlets spread over 40 countries and 5 continents. All pralines are made from 100% pure cocoa butter and exclusively produced in Belgium. Every day 10,000 people all over the world, whether in Paris, London, Tokyo or Hong Kong, vouch for the quality and inimitable taste of Leonidas products. Discover everything on our website: www.leonidas.com

Trade information:

Nelly Sannwald, Travel Retail Manager, Confiserie Leonidas www.leonidas.com
Email: nelly.sannwald@leonidas.be Tel: +32 (0) 25 22 19 57

Press information:

Kate Teagle, Appleton Communications www.appletoncomms.com
Email: kate@appletoncomms.com Tel: +44 7810 831539

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