



Press Release

Butlers' Dark Side Unveiled at TWFA Cannes; Exclusive New Dark Chocolate Mini Bars and Luxury Dark Chocolate Collection on Show

Butlers, Chocolate Masters since 1932, and Ireland's premier family-owned chocolatier, will showcase an exciting collection of deeply decadent dark chocolate mini bars at this autumn's TFWA exhibition in Cannes.



The stunning Travel Retail exclusive will comprise a selection of five individually wrapped mini bars in the cocoa luxuriant flavours of 85%, 78%, 70%, Dark Chocolate Salted Caramel Crunch and Dark Almond and Orange, beautifully presented in a tapered box hand tied with a grosgrain matching ribbon.

Building on the successful launch of The Chocolate Collection at TFWA AP, Butlers will debut a new **Dark Chocolate Collection** variant - containing a luxurious compilation of wonderfully intense and indulgent dark truffles and pralines.

The Chocolate Collection features an irresistible assortment of beautifully presented luxury chocolates in elegant ivory gift boxes and finished with a stylish sleeve. The selection inside is crafted with popular Asian flavours including Green Tea, Spiced Chai and Mango & Lemongrass.





Butlers will also unveil a contemporary new look for their ever popular Premium Selection Assortment, Dark Premium Assortment and Premium Giftwrapped Ballotins. Each stunning compilation will contain a new decadent arrangement of classic and contemporary chocolates from the Butlers signature range.

Finally, Butlers irresistible Drumshanbo Gunpowder Irish Gin flavoured milk chocolate collection will also be on display. Following its successful unveiling at last year's show, the popular collaboration between Butlers and The Shed Distillery of P.J. Rigney has captured the hearts and minds of chocolate and gin lovers around the globe and has been announced as a finalist in **Star Product** and **Partnership of the Year** categories at this year's Frontier Awards.



Visit Butlers Chocolates at L56: Green Village

For more information, please email aisling.walsh@butlers.ie

www.butlerschocolates.com/travelretail

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