

Leading “free from” chocolate manufacturer Moo Free launches Easter egg range for 2017

Submitted by: Moo Free Chocolates

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- Three varieties for 2017 - Original, Orange and Bunnycomb
- No price increase on 2016 (£4.25) but each egg now includes 20g of chocolate buttons
- Available from supermarkets, larger retailers and independent high street stores

It wasn't long ago that people with a dairy allergy or lactose intolerance had to go without chocolate eggs at Easter.

All that has changed now and there are delicious dairy-free and gluten-free alternatives widely available.

The market leader Moo Free has unveiled its line-up of Easter eggs for 2017 and there are three varieties available: Original, Orange and Bunnycomb all made with its award-winning chocolate.

All three Easter eggs have the same RRP as last year (£4.25), but the Easter Bunny has now delivered another 20g of chocolate buttons. They now all weigh 120g (up from 100g in 2016) without a price increase.

They will be available via supermarkets, larger retailers, independent high-street stores, and online retailers including www.dairyfreechocolates.com.

Mike Jessop, who founded Moo Free in 2010, along with his wife Andrea, said: “Moo Free replaces cows' milk with rice milk to create a delicious, milk chocolate taste that doesn't require a single cow.”

The chocolate from which the eggs and the buttons are made is a multi-award winning recipe, having most recently won the award for ‘Best Vegan Chocolate’ at the VegFest Awards, 2016. This accolade was voted for by the public.

Even better still, its award-winning dairy free chocolates are also free from gluten, wheat, lactose, soya and casein, completely vegetarian and vegan, and certified organic.

“Because we care about you and the environment, all our dairy free chocolates are made using organic and ethically sourced ingredients wrapped up in fun, environmentally-friendly packaging. Moo Free's Easter eggs, unlike those of their rivals, deliver great taste and even better value,” added Mike.

Take a look at Moo Free's website to find out more - www.moofreechocolates.com.

ENDS

1. Moo Free Easter egg range

More pictures available on request

NOTES TO EDITOR

Moo Free was founded at the end of 2010 by husband-and-wife-team Mike Jessop and Andrea Jessop. The factory in Holsworthy was opened in June 2014. Moo Free's head office is in Reading.

Moo Free is a world-leading manufacturer of dairy free and organic confectionery products that actually taste like milk chocolate. To achieve this, they replace cow's milk with rice milk to create a delicious, milk chocolate taste. As well as being dairy free, all their chocolates are also gluten free, wheat free, lactose free, casein free, soya free, suitable for vegetarians and vegans and are made from organic and ethically sourced ingredients.

Their products are available in thousands of stores around the UK including Waitrose, Sainsburys, Asda, Morrisons, Holland & Barrett and other independent retailers. They currently ship their products to over 30 countries around the world.

CONTACT

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