

## Whittard of Chelsea to launch two new Limited Edition dessert-flavoured hot chocolates



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**Rhubarb & Custard and Banoffee Pie will be joining the British brand's 15-strong hot chocolate collection.**

Fine tea, coffee and hot chocolate specialists [Whittard of Chelsea](https://www.whittard.com) are set to launch two new limited edition flavoured hot chocolates early this year. The brand is known for its creative



twist on tradition – Raspberry Ripple and Sticky Toffee Pudding being two of its biggest hot chocolate success stories.

Whittard continues to push the boundaries with new cutting-edge releases inspired by the likes of classic desserts and childhood confectionery, layering unexpected flavours with chocolate bases to create a little theatre and continually excite its customers.

Rhubarb & Custard is the first to make its debut in January as part of the brand's Valentine's Day campaign. A British retro sweet shop favourite reimaged, sherbet-sweet flavours of rhubarb and creamy custard meet white chocolate for a lip-lickingly luscious pink (yes, really!) treat.

Banoffee Pie is due to launch at the end of February as part of Whittard's Easter campaign in March. This white hot chocolate is sumptuously sweet, with flavours of creamy banana and molten toffee.

Harvinder Woodcock, Whittard of Chelsea's Senior Buyer for flavoured drinks, coffee and confectionery, said of the launches:

"It's hot chocolate – but not as you know it! Rhubarb & Custard and Banoffee Pie may be familiar in the dessert world but with a classic hot chocolate base and a touch of innovation, you have two deliciously daring inventions. They're perfect gifts or self-treats for Valentine's Day and Easter."

### Notes for Editors

For more information please contact Ebru Ruso at [press@whittard.co.uk](mailto:press@whittard.co.uk)

## About Whittard of Chelsea

When Walter Whittard launched his first London shop in 1886, his philosophy was simple: buy the best. It's a philosophy that's stayed close to Whittard's heart since then, driving their belief in quality, heritage and innovation. Today their world-class range of tea, coffee and cocoa satisfies every curiosity and taste – from classic English Breakfast tea to creative hot chocolate flavours and unique tea and coffee blends.

