



## Whittard of Chelsea to Launch New Limited Edition Hot Chocolate for Halloween

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### **It's hot chocolate – but not as you know it! Toffee Popcorn will be joining the brand's 15-strong hot chocolate collection.**

Fine tea, coffee and hot chocolate specialists [Whittard of Chelsea](#) are set to launch a new limited edition hot chocolate flavour as part of their Halloween campaign. The brand is known for its creative twist on tradition, with 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.

Limited Edition Toffee Popcorn Flavour White Hot Chocolate will make its debut in September. The innovative invention has all the rich creaminess of white chocolate combined with the buttery-sweet flavours of fluffy popcorn.

Harvinder Woodcock, Whittard of Chelsea's Senior Hot Chocolate Buyer, said of the launch:

"Toffee Popcorn isn't a flavour you would typically pair with our Luxury White Hot Chocolate, but we've found that it's a winning recipe – perfect for our next big limited edition hot chocolate. Our customers love anything caramel, so the sweet, autumnal Toffee Popcorn flavours and the extra creamy kick from our Luxury White Hot Chocolate makes it an ideal gift or self-treat for Halloween."

### **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.