

Dads deserve the best – that’s why Firetree Chocolate’s range is the perfect Father’s Day gift. Deliciously complex, rich volcanic chocolate that’s beautifully crafted, ethical, and sustainable.

May 2024 – For Firetree’s rich, complex chocolate, they source only the finest cocoa beans from remote volcanic islands in the South Pacific and Indian Oceans. When it comes to ‘terroir’, Firetree is much like a fine wine, whisky, or coffee – each cocoa origin having its own distinctive taste profile. To savour each of their different chocolates is to journey through a mosaic of taste notes and flavour profiles.

This Father’s Day, they’re highlighting some of their best-loved and most highly acclaimed gift sets.

Firetree’s ‘You’re 100% Gift Selection’ is perfect for those who love a deliciously deep taste profile. It features the Solomon Islands Guadalcanal and Vanuatu Malekula Island 100% Cocoa bars along with a 100% Cocoa for Hot Chocolate. To ensure a creamy finish with no bitterness, Firetree whole roasts its cocoa beans low and slow to release the complex flavours and drive out any bitter notes.

The selection includes a personalised gift card and is perfect for those dads who consider themselves cocoa connoisseurs, or who are cutting down or avoiding sugar. It is Kosher certified and suitable for vegans. MRSP £19.00.



Firetree Chocolate ‘You’re 100% Gift Selection’

---continues---

Amazing fathers deserve the best, and with Firetree's 'Great Taste Awards Gift Box' you can be sure that they will be treated to the finest, rich volcanic chocolate there is.

Each of the chocolates in this gift box is a Great Taste Award Winner, so you know it's going to be some of the very best chocolate you've tasted. From Mindanao Island in the Philippines, KarKar Island in Papua New Guinea, Madagascar's Sambirano Valley, Makira Island in the Solomons and Malekula Island in Vanuatu, this really is a journey through different cocoa terroirs each yielding a distinctly complex, and deeply rewarding taste profile.

The handsome magnetic close gift box contains four 70g chocolate bars ranging from 72% to 84% cocoa, and a 150g box of Chocolate Thins – perhaps the most refined way there is to enjoy chocolate. The gift box, complete with personalised message, is suitable for vegans and Kosher certified. MRSP £40.00



Firetree Chocolate's 'Great Taste Award Gift Box'

Firetree Chocolate recently launched its range of Chocolate Thins and recommends them as the perfect gift for Father's Day. With delicate discs of the finest chocolate, they consider this to be the perfect way to enjoy chocolate. From 40% cocoa milk chocolate to 100% cocoa, there's something to suit every chocolate connoisseur in this range.

Their most popular is the Vanuatu Malekula Island 72% Cocoa Chocolate Thins. So tiny is the amount of cocoa grown on Malekula that it doesn't even register on the world scale of cocoa production. With notes of cherry, white grape and soft lemon, the cocoa produces a fine and complex chocolate that makes the arduous journey to maintain good farmer relations worth the trip.

All Firetree's Chocolate Thins are suitable for vegans, and Kosher certified, with the exception of the Milk Chocolate Thins which are suitable for vegetarians. MRSP £17.00.

---continues---



Firetree's range of Chocolate Thins 150g.

-- END --

Notes to Editor:

About

Firetree Chocolate's craft chocolate-making site is in Peterborough. Firetree sources its cocoa beans directly from single-estate farmers in the Solomon Islands, Vanuatu, Papua New Guinea, Philippines, Madagascar and Hispaniola. Firetree has proven product excellence having recently received nine Academy of Chocolate Awards, and over nineteen Great Taste Awards (a total of 25 'stars') earning them Great Taste Producer status.

Firetree products do not contain additives or flavourings. Many products in the range are naturally dairy-free, suitable for vegans and are Kosher and Halal certified.

Availability

Distributor: House of Sarunds www.sarunds.co.uk

Direct: contact info@firetreechocolate.com

For more information and to request samples and images, please contact:

Tamsin Daniel

Head of Marketing

www.firetreechocolate.com

tamsin@firetreechocolate.com | 07941 697101