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Choc Stop seduces the senses with Chocolatease – 25/03/09

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By Melody Ng

MALAYSIA. Choc Stop International has launched Chocolatease, the latest travel retail exclusive from its Fidani Finest Chocolate Creations line.

A special promotion for Chocolatease has been set up at Choc Stop International's new 2,500sq ft store at Kuala Lumpur International Airport. Sales from the 'Buy 4 get 1 free' promotion for March have increased a solid +85% over the previous month, according to Choc Stop International.



Sales from the Chocolatease promotion at Kuala Lumpur International Airport grew +85% over the previous month

Chocolatease is based on the concept of making the chocolate bars into works of art, the retailer said. The bars are all handcrafted by skilled chocolate artisans and the nuts are carefully arranged piece by piece. The number of nuts displayed on the packaging is exactly what customers will be getting upon consumption, Choc Stop added.



Chocolatease is available in milk, dark and sugar-free variants exclusively at Choc Stop International, which stocks over 35 chocolate brands.

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