



NEWS INFORMATION

SENSATIONAL NEW HONEYCOMB CHILLI CHOCOLATE

Calling out to chocolate lovers everywhere... whatever your age, whether young, old, or somewhere in the middle, there's a new chocolate you have to try. The country's favourite chilli enthusiasts at the South Devon Chilli Farm have added a Honeycomb Chilli Chocolate to their range which has just a hint of chilli heat and offers an incredible taste sensation.

Delicious Belgian plain chocolate is subtly blended with select chillies from the South Devon Chilli Farm and a generous helping of chunky honeycomb. Developed with both the help and taste buds of the Youth Enterprise Team (YET) at Oreston Primary School in Plymouth, this chocolate has been created with both adults and children in mind.

The combination of chocolate and chillies has been popular in South America and Mexico since the Mayans and Aztecs and they really do go together superbly. Dick and James Strawbridge recently visited the South Devon Chilli Farm, as featured on The Hungry Sailors programme (19th January 2012, ITV). Commenting on the Chilli Chocolate, James said: "It smells amazing. Rich, dark and full of promise. We should look at using Chilli Chocolate in our cooking as well as fresh chillies."

(Go to link - <http://www.itv.com/itvplayer/video/?Filter=301019>).

The delicious Honeycomb Chilli Chocolate retails at £3.64 (in excess of 100 grams of 'wafers') and contains the following ingredients: dark chocolate (74% cocoa solids: 60% minimum), honeycomb: 25%, ground dried chilli: 1%, emulsifier: soya lecithin, natural vanilla. It is the latest addition to the South Devon Chilli Farm's portfolio of award-winning Chilli Chocolates, as follows: Original, Orange, Fruit & Spice, Coffee Bean, Mint and Extreme. The Extreme Chilli Chocolate is made with the mighty Bhut Jolokia chilli so is perfect for those who like it seriously hot. Also, in the range, is a Chilli Drinking Chocolate which makes a wonderfully warming Mexican style hot chocolate drink (250 grams, £6.26).

The South Devon Chilli Farm's range of products are available nationwide in delis and independent stores and are also available online at www.sdcf.co.uk.

Why not plan a visit to Devon and add the South Devon Chilli Farm to your list of destinations to go to and see for yourself the impressive range of chillies grown and the passion that goes into the products. When you're there, enjoy a coffee and lunch in the stylish café whilst taking in the beauty of South Devon countryside and try free samples of all the products.

- ENDS -

Notes to editor:

1. Established in 2003, the South Devon Chilli Farm grows over 10,000 chilli plants each year and harvest tonnes of fresh chillies.
2. As well as selling Chilli Chocolate this innovative company also sells a wide range of fresh and dried chillies, and chilli plants, preserves and sauces
3. The South Devon Chilli Farm has just opened a new, on-site farm shop and café.
4. Jason Nickels and Steve Waters are the founders of the South Devon Chilli Farm and have a serious passion for chillies!

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More details on the Honeycomb chilli chocolate here:

http://www.southdevonchillifarm.co.uk/shop/index.php?target=products&product_id=287

Our full product range can be seen in our online shop (www.e-shop.sdcf.co.uk) and in our online www.booklet.sdcf.co.uk

