



EcoFinia Press Release:

England has decided – VIVANI's White Chocolate Nougat Crisp bar wins the award for "Best Vegan Confectionery Product 2014"

[Herford, 20th October 2014] Ever since its launch in February 2014, the White Chocolate Nougat Crisp vegan chocolate bar has quite literally been the chocolate on everyone's lips. Countless vegan magazines, forums und Facebook groups have recommended the product, describing it as the tastiest vegan chocolate ever. Now British organisation *Viva!* has officially awarded it the "Best Vegan Confectionery Product" title.

At the English animal welfare organisation's "20th anniversary awards", the chocolate impressed the jury, and the organisation's founder Juliet Gellatley, in all categories, and was subsequently awarded the title of "Best vegan confectionery product".

"We are very grateful for this award and overwhelmed by the response to the product", explains VIVANI Managing Director Andreas Meyer. "The chocolate seems to have captured the spirit of the times and filled a gap in the market. There just simply hasn't been a vegan white chocolate nougat bar like this before."



Already a bestseller

In just a short time the White Nougat Crisp has already become one of the most popular VIVANI products and many organic food shops have completely sold out of the bar. Even in England, where there's generally very high demand for vegan products, people are rushing to get their hands on this small chocolate snack. Andreas Meyer believes there is a clear reason for this: "Vegans have a sweet tooth that's for sure, and they can't simply be fobbed off with dark chocolate, you have to be able to offer them interesting alternatives to conventional milk chocolate."

What's so special about the product?

Rice milk is used instead of cow's milk. This is nothing new to the vegan world, but the special recipe used in the White Chocolate Nougat Crisp bar ensures that the overpowering sweetness of the rice milk is not noticeable. As a result, there is very little difference between this chocolate and products made from other varieties of milk, and it is a delicious option for non-vegans too. With a retail price of €0.99 it offers a cheap alternative to most other expensive vegan products.

Links:

<http://www.viva.org.uk/awards/winners>

http://www.vivani-schokolade.de/P_Riegel_White_Nougat_Crisp.html

About VIVANI:

VIVANI organic chocolate is manufactured in the Weinrich factory, a factory steeped in tradition, located in Herford in the Westphalia region of Germany. Only selected organically-grown raw materials are used in the manufacturing process and we deliberately refrain from using emulsifiers and artificial flavourings. Ever since the VIVANI brand was created in 2000, it has had success in organic and health food shops with a range of over fifty chocolate products. Website: www.vivani-schokolade.de

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