



BY APPOINTMENT TO HER MAJESTY QUEEN ELIZABETH II
TEA & COFFEE MERCHANTS R.TWINING & CO. LTD. LONDON

TWININGS

Twining's creates the ultimate chocolate indulgence

In a marriage made in chocolate heaven, the blending experts at Twining's have created Twining's Swiss Chocolate Drink. Bringing together the masters, Twining's Swiss Chocolate Drink is the ultimate liquid chocolate in a mug, because nobody knows how to blend like Twining's and nobody knows chocolate like the Swiss!

Twining's Swiss Chocolate Drink is pure heaven for chocoholics as it's made with real Swiss chocolate for a truly decadent experience. When added to milk, Twining's Swiss Chocolate Drink is like a warming hug on a cold winter's day.

Chocolate is a way of life for the Swiss, who were the first to blend milk with chocolate to create milk chocolate in 1875 and today, chocolate is one of Switzerland's main exports.*

Twining's Swiss Chocolate Drink is particularly enjoyable as it has been specially blended to dissolve quickly, giving the discerning chocolate connoisseur instant satisfaction.

To create the ultimate hot chocolate simply blend 3-4 heaped teaspoons of Twining's Swiss Chocolate Drink with a mug of warm milk. Twining's Swiss Chocolate Drink can even be enjoyed cold, when mixed with milk straight from the fridge. For a delicious alternative, add just a little warm milk for a thick, espresso style shot, or why not go all out with marshmallows and biscuity treats too!

Twining's' new Swiss Chocolate Drink is available from October 2008 at leading retailers in the UK at RRP £2.79 for 350g. For further information, visit www.twining.co.uk or call the consumer care line on 0845 601 9612.

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For further information, samples and photography, please contact

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* Information sourced from www.chocosuisse.ch, 2007

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Editor's Notes:

- Twinings Swiss Chocolate Drink joins Twinings' extensive range of drink blends including green, white and black tea, fruit and herbal infusions - offering something for every taste and desire.
- The Swiss boast the highest per capita rate of chocolate consumption in the world; at 11.9 kg per capita per annum, this works out to be roughly one ordinary-sized bar for every single person, every day of the year (*www.collection-chocolat.com, 2008*).
- The Aztecs first considered chocolate as an aphrodisiac and all foods made with chocolate were forbidden to women (*Chocolate Expert.co.uk, 2008*).
- In 1624 Johan Franciscus Rauch, an Austrian professor, tried to ban chocolate from monasteries and urged monks not to drink chocolate as he said it 'inflamed passions' (*Chocolate Expert.co.uk, 2008*).
- World-wide, more than twice the number of women than men eat chocolate and experience chocolate cravings. Unlike other cravings, chocolate cravings cannot be satisfied by any other sweet food. This may be because chocolate reputedly brings instant comfort by increasing our serotonin and endorphin levels (*Chocolate Expert.co.uk, 2008*).