



**your coffee  
our innovation**

# THE background

- Coffee drinking first came to Europe in the 1500's
- Until 1847 when Fry's of Bristol invented a solid chocolate bar, chocolate was only ever consumed as a drink
- 175 years after chocolate was first developed into a bar, Plamil Foods has taken the exciting, innovative step of transforming coffee into a bar



# THE potential

- Coffee is the second most widely consumed beverage
  - after water
- Around 400 billion cups are consumed worldwide annually
- The British Coffee Association states that 98 million cups of coffee are consumed in the UK every day
- Sometimes, 'on the go' drinking isn't the most convenient way to enjoy coffee
- Many 'on the go' coffee consumers have lacked alternatives to drinking - until now!
- If just 0.5% of daily UK coffee purchases switched to non-drinking consumption, that could equate to 500,000 bars sold everyday in the UK



# THE innovation

- Plamil Foods is a leading confectionery manufacturer
- Using state of the art processes, it has researched and developed a unique method of turning coffee beans into a bar
- Using whole roasted coffee beans - not flavourings - to deliver authentic coffee content
- Creating a smooth bar
- Delivering an enjoyable real coffee experience



# THE coffee bar

- Evolving your current coffee experience and enjoyment
- Coffee 'on the go' in an exciting new bar format
- Convenient and carry anywhere - no liquid or spillages
- Not chocolate - for consumers seeking alternative snacks or treats



# THE facts

- 25g bar
- 40mg caffeine per bar
- Authentic coffee beans
- Rainforest Alliance certified
- Made in the UK
- Trading Standards approved label
- Registered Trade Mark
- Allergen free - suitable for vegans
- Made in the UK by Plamil Foods

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