

Move over chocolate – world’s first ‘coffee bar’ unveiled in UK

The world’s first bar produced using coffee beans has just been unveiled by a UK confectionery company.

While as smooth as chocolate, The Coffee bar® is made using whole coffee beans instead of cocoa beans. Thanks to a unique production process - including using carefully selected beans roasted in small batches together with a refining process that is being kept a manufacturing secret- the complex delicate unique tones of each bean is fully translated into each bar packing it with flavour worthy of the best barista.

“Nobody has done this before – the great taste and smooth mouth feel is due to unique production technique. It’s taken a year of intense development, but we finally cracked the recipe to create a coffee bar” says Adrian Ling, CEO of Plamil Foods.

Plamil are a specialist chocolate manufacturer supplying chocolate as an ingredient to many leading brands. They have been at the forefront of chocolate developments such as the first UK company to be certified for organic chocolate.

Ling continues “Coffee made into a bar is a simple concept that sounds strange, but a coffee bar makes a lot of sense if you compare coffee to chocolate. 175 years ago, chocolate used to be a drink until Fry’s of Bristol made a chocolate bar”.

There is clearly untapped potential for an ‘on the go’ coffee that is both barista standard and the convenience of a bar, as according to Mordor Intelligence the global coffee market is forecasted to reach over USD 166 billion by 2029.

The Coffee bar® comes at a time of escalating chocolate prices with worldwide shortages of cocoa beans, making alternative snacking experiences even more attractive. Pre-launch Ling states he is talking to customers looking to take containers of bars for export. Plamil expects the bar to soon be available in the UK, for customers at service stations, outdoor sports and more traditional retailers.

Ling ends “We know The Coffee Bar® isn’t going to replace everyone’s cup of joe anytime soon. But this a barista-standard snack is for busy people who want to enjoy a coffee anytime, anywhere. We’re confident it has the potential to meet consumer needs and capture some of the world’s billion-pound coffee market”

