

Butlers to return to TFWA Cannes 2021 with exciting new launches



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Butlers Chocolates is preparing to reveal a number of delicious informal chocolate gifts at TFWA Cannes 2021 this fall. The Butlers team is looking forward to attending this year's show and re-connecting with customers and industry friends.

Tasty Pieces is one of the new collections that the company will feature at the event. Perfect as a self-treat or thoughtful gift, Tasty Pieces is made up of mini morsels of goodness in milk, dark and white chocolate. Designed using a modern color palette, the range is bagged in resealable pouches. Recently launched in the domestic market – where they are performing well, the range will be launched in travel retail in the coming months. Recipes include Almond + Butterscotch and Crispy Clusters.

Over the years, individually wrapped truffles have been an established part of Butlers portfolio. Presenting a truffle range extension, the company will welcome three new flavors to the wide-ranging collection of 300-g tapered boxes. These are based on some of Butlers most popular recipes including Milk Truffle, Honeycomb Crisp and Milk Salted Caramels.

Drawing on the company's heritage in the Emerald Isle, Butlers will also introduce two new items crafted with Irish Atlantic Sea Salt. These include a dark chocolate bar studded with salt crystals and a box of milk chocolate caramels flavored using this fine ingredient.

All of these launches are alcohol-free and suitable for sale worldwide.