

# 'Free from' goes premium

With Leatherhead Food Research's latest consumer study revealing that 30% of consumers in the UK and 35% in the USA have excluded foods (e.g. gluten, dairy, carbohydrates) because of health concerns there's a great deal of opportunity for manufacturers. Many of the recent 'free from' chocolate launches are also positioned as raw, tapping into the permissible indulgence trend, as well as being premium, Lucy Beverley of Leatherhead Food Research takes a look at some of the recent launches from around the world.

**Lovingearth Organic** Dark Chocolate is now available in the UK. This single origin chocolate is made from just two ingredients – 72% raw Ashaninka cacao and evaporated coconut nectar. According to the packaging, the unroasted cacao has notes of aniseed and fennel, which combine with the toffee notes of coconut nectar to create a unique flavour with hints of coffee. The chocolate is positioned as suitable for vegans and free from cane sugar, soy and dairy.



**Staying in the UK**, Keep it...Raw Ombar Centres Raspberry & Coconut Chocolate is described as an organic dark raw chocolate with a raspberry and coconut centre. Made with organic ingredients including creamed coconut, coconut sugar, raw cacao, coconut oil, cocoa butter, raspberry powder and vanilla extract, the vegan tablet is positioned as free from dairy, gluten and refined sugar.



**Also available** in the UK are these Sweet Virtues Chocolate Truffles. The pack contains three different flavours: chia seeds & lime, said to energise; maqui berry, said to purify; and baobab & vanilla, said to balance. Made from organic ingredients, the product is

positioned as being free from dairy, gluten, nuts, artificial additives and preservatives.



**In the USA**, Taza Chocolate has recently launched a range of chocolate snacking thins including this Dark Bark Pumpkin Seed variety containing 80% dark chocolate. The thins are made with organic ingredients including cacao beans, pumpkin seeds, cane sugar, puffed quinoa, cocoa butter, sea salt and vanilla. They are also positioned as being free from dairy, soy and gluten.



**Further afield**, Chena Raw Organic Handmade Chocolate is made in Australia with imported organic natural ingredients including cocoa butter, cacao powder, coconut nectar, virgin coconut oil, cashew nuts, walnuts, Brazil nuts, wild carob powder and cinnamon. Positioned as being free from gluten, refined sugar, soy and dairy, the tablet is also suitable for vegans.



**Hong Kong chocolate** makers Raiz The Bar have launched Renew Me Wild Blueberry Lavender Organic 75% Raw

Cacao Chocolate. This stoneground, handcrafted bar is made with organic raw cacao beans, raw cacao butter, coconut nectar, vanilla bean, blueberries, essential cold-pressed blueberry oil and essential cold-pressed lavender oil. The product is positioned as being free from refined sugar, dairy, gluten, soy, peanuts and tree nuts.



**Happy Benjamino** Raw Chocolate with Coconut Milk is now available in Poland. Made with raw cacao mass and cacao fat, the tablet also contains dried coconut blossom nectar, coconut cream and Bourbon vanilla. This vegan, organic product is positioned as being free from gluten and lactose.



**Rounding off this** column, Ridiculously Good Pretty Orange & Pecan Organic Raw Chocolates are now available in the Netherlands. The two 20g dark chocolates are made with organic ingredients including dates, cocoa paste, cocoa butter, palm sugar, pecan, lucuma, cinnamon, vanilla powder and orange oil. The product is positioned as free from refined sugar, gluten, dairy and soy.

