

Leonidas aims to crack the Easter market

By **Mary Jane Pittilla** on March, 11 2019 | Confectionery & Fine Foods



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Leonidas is offering mini-eggs in milk, dark and white chocolate with 19 different caramel, praliné and ganache fillings for its limited-edition Easter 2019 collection.

The Cookies & Cream filling, encased in milk chocolate, has been created exclusively for this year.

The six-piece collection features a variety of price points and formats to suit every shopper, each one presented in an eye-catching combination of bright yellow and green packaging.

The Easter design features a little boy clutching a giant egg.

For gifting, the egg-shaped Easter Egg Gift Box (280g) contains an assortment of foil-wrapped Leonidas chocolate eggs.

The yellow metal Leonidas Easter Egg Tin is filled with 350g of chocolate eggs and can be used afterwards for storage, while the 120g Easter Egg Plexi Pack contains 12 mini-eggs.

Compact and practical, the Leonidas Easter Egg Cello Bags in 250g and 500g sizes are tied with green ribbons and are designed for sharing.

The top-of-the-range, traditional 500g Leonidas Ballotin is dressed in seasonal yellow with a green satin ribbon.