



Cocoba Chocolate and The Gruffalo collaborate for an exciting partnership!

Cocoba, the Kent-based chocolate company renowned for producing irresistible chocolate and hot chocolate gifts, has launched a brand-new product in partnership with The Gruffalo. The Gruffalo, the best-selling children's picture book created by Julia Donaldson and Axel Scheffler, is licensed by Magic Light Pictures. Watch in delight as children (and grown-ups alike) immerse themselves into the magical world of The Gruffalo. Cocoba have created a Belgian chocolate bombe shaped as the much-loved Gruffalo character that, when submerged in hot milk, reveals delightful surprises inside. As the steaming milk melts the chocolate, it uncovers delicious fluffy mini marshmallows nestled within.

The range also includes Gruffalo-themed hot chocolate spoons, perfect for stirring into warm milk to create a rich and creamy hot chocolate. Additionally, Cocoba offers Gruffalo-themed chocolate bites, and Gruffalo hot chocolate stirrers, each adding a touch of magic and deliciousness to your hot chocolate experience.

"We're absolutely thrilled to announce our partnership with The Gruffalo. This marks an incredibly exciting time for Cocoba as we team up with this beloved children's story. Our dedication to crafting magic, innovation, and delicious products is unmatched". said Founder and chief chocaholic Darren Litton.

With prices starting from £2.95 and beautifully packaged, The Gruffalo range is ideal for gifting or for a delightful treat anytime.

Please visit Cocoba Chocolate's website for more information including the hot chocolate bombes, spoons and vegan product range at www.CocobaChocolate.com.



Notes to editors:

Cocoba's chocolate products include Belgian hot chocolate, chocolate bars and lollipops, truffles and buttons, and a growing range of vegan chocolate.

Cocoba's range is available from www.CocobaChocolate.com as well as Cocoba's flagship chocolate café at the Bluewater Shopping Centre in Kent, independent farm shops, delis, John Lewis, Selfridges and more. All products are handmade in Kent.

For more information please contact:

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About Magic Light Pictures

Magic Light Pictures was founded in 2003 and directly manages film production, licensing, global distribution and marketing of its productions and brands.

Magic Light has three Oscar nominations, and four BAFTA wins as well as numerous other international awards. The company has produced 11 half-hour specials based on the works of Julia Donaldson and Axel Scheffler – all have premiered on BBC One, Christmas Day. The films have been sold to over 180 broadcasters worldwide.

Magic Light also runs a cross-category international merchandising programme for The Gruffalo brand, with over 80 licensees and hundreds of products.

In 2016 Magic Light produced two half-hours based on Roald Dahl's Revolting Rhymes. They were watched by 9.3million viewers and have won numerous awards including a BAFTA for Best Animation.

In 2021 Magic Light released its first children's series based on the collection of books by Axel Scheffler and Camilla Reid, Pip and Posy. The show premiered on Milkshake and is also available on Sky Kids and NickJr. The second season launched in Spring 2023, along with an educational exclusive for SKY in Autumn 2023. The licensing programme launched in Spring 2024.

www.magiclightpictures.com

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