

PRESS RELEASE

ChoViva Expands Across Europe with First Seasonal Product Launches For Easter

Munich, 25th March 2025 – With persistent supply-chain issues affecting cocoa production and chocolate prices, the market demand for high-quality, sustainable and accessible cocoa alternatives is rising. ChoViva is the first chocolate alternative to expand across Europe, with partners launching the first-ever seasonal products with ChoViva, bringing delicious treats to Easter celebrations across France, the UK and Germany.

- **France:** Eight New Products with ChoViva launched by Chocolaterie ABTEY
ChoViva is making a bold entrance into the French market through a partnership with Chocolaterie ABTEY, introducing eight new products together. Available from mid-March, these premium treats will be stocked by leading supermarket chains, including Auchan, Carrefour, Intermarché, Netto, Super U, Métro, Monoprix, Franprix, and Match. They are also sold via Abtey's [online shop](#), ensuring widespread availability for chocolate lovers across the country.
- **Germany:** First Easter Lineup in Retail Stores
In Germany, ChoViva continues its success story with over 30 products on the market. For the first time, ChoViva products will be part of seasonal offerings at major retailers. Lidl Deutschland is introducing the first-ever Favorina Easter bunny made with ChoViva, produced by Wergona Schokoladen, available from calendar week 14. Additionally, Penny is launching the Douceur "Knabbernest" with ChoViva, produced by Rau Chocolate & Cereals.
- **United Kingdom:** ChoViva Expands Into the Market
ChoViva is making its way into the UK, bringing its cocoa-free alternatives to a new audience. Produced in collaboration with long-term partner WAWI Schokoladen-AG, a new delicious treat offers UK consumers a new way to enjoy Easter.

An Alternative for Easter and Beyond

As supply-chain disruptions continue to impact cocoa production, the need for accessible chocolate alternatives is more pressing than ever. The latest Easter offerings with ChoViva provide consumers with high-quality products that don't compromise on taste. As part of its mission to make chocolate better for people and the planet, the ChoViva milk recipe used in all products saves 83% of carbon dioxide emissions compared to the average of milk chocolate.¹

"This seasonal launch is a major milestone for ChoViva," said Dr. Maximilian Marquart, Co-Founder and CEO of Planet A Foods. "Easter is the perfect occasion to showcase how versatile and delicious ChoViva can be as an ingredient. Seasonal products are an exciting opportunity, as they generate high volumes in a short period, allowing us to bring our sustainable treats to even more consumers. We are thrilled to see ChoViva featured in Easter assortments for the first time—and there's more to come."

¹ The CO₂ savings are calculated by CarbonCloud with a ChoViva milk climate footprint of 2.3 CO₂e/kg compared to the average of milk chocolate with 13.8 CO₂e/kg. Find more information [here](#).

With its commitment to quality, innovation, and sustainability, ChoViva is set to make a lasting impact on the global chocolate market. This Easter, whether it's Peanut Butter Mini Eggs in the UK, an exclusive French selection, or classic favorites in Germany, ChoViva is here to make Easter better than ever.

For more information, interviews, or media inquiries, please contact:

Jessica Karch
Marketing & PR Manager
press@forplaneta.com

Picture Material [here](#)

About ChoViva®

Developed in 2021 by “chocolate siblings” Dr. Sara and Dr. Maximilian Marquart, ChoViva is more sustainable than chocolate while still providing the delicious and familiar taste experience that everyone knows and loves.

Instead of relying on cocoa beans, ChoViva uses regionally sourced sunflower seeds in an innovative production process. The traditional methods of chocolate-making—fermentation and roasting—are adapted to this new ingredient, creating a rich chocolatey flavor. Combined with sugar and plant-based fats, ChoViva achieves the smooth texture and delightful taste of chocolate. Thanks to short supply chains and the avoidance of deforestation, around 80% less carbon dioxide is produced in its manufacturing compared to chocolate.

Today, 30+ products with ChoViva are available in supermarkets and partner stores across five countries, including Germany, Austria, Switzerland, France and the UK. Products containing ChoViva can be recognized by the ChoViva seal, located on the front of partner product packaging.

ChoViva® is a registered trademark.

For more information, visit www.choviva.com.

About Planet A Foods

Planet A Foods GmbH develops sustainable, future-proof food ingredients using innovative preparation processes, allowing them to be produced independently of limited resources like cocoa. The company exclusively uses natural ingredients, contributing to a socially just and environmentally friendly food industry. The company's portfolio includes ChoViva, the world's first chocolate alternative made from sunflower seeds.

Founded in 2021, Planet A Foods employs around 70 people. The company is headquartered in Planegg near Munich and produces in Pilsen, Czech Republic. The

company is led by co-founder Sara Marquart as CTO, co-founder Maximilian Marquart as CEO, and Stefan Rost as CFO.

For more information, visit www.planet-a-foods.com.