



NEW: Treets Launches Vegan Peanuts with ChoViva

Planegg, 19.09.24 Treets, in collaboration with Planet A Foods and their cocoa-free chocolate alternative ChoViva, has developed vegan peanut dragees. For Planet A Foods, this is another strong brand collaboration in the German market, following successful product launches with Griesson - de Beukelaer, Peter Kölln GmbH, and Lindt & Sprüngli.

"I am particularly proud to launch a joint product with such a strong and well-known brand. Treets' strong sense of sustainability and naturalness aligns perfectly with our values at ChoViva. I am excited to offer consumers a new and delicious cocoa-free alternative with the Treets Peanut Vegan," said Dr. Maximilian Marquart, CEO and Co-Founder of Planet A Foods.

For all consumers who prefer snacks without animal ingredients, these peanuts will become the new favorite Treets. The crunchy peanuts are coated in vegan ChoViva, based on sunflower seeds, with a crispy sugar shell. The dragees are exclusively colored with vegan summery pastel shades.

Due to short supply chains and the avoidance of deforestation, the vegan ChoViva recipe saves 82.7% of carbon dioxide compared to vegan chocolate. The carbon footprint of vegan ChoViva is 1.3 kg CO₂e/kg, compared to the average of vegan chocolate at 9.6 kg CO₂e/kg.

The vegan version of the popular peanuts will be available from September 2024. The launch of this innovation will be supported by a wide-reaching campaign from Treets starting at the end of September.

Treets Peanuts Vegan 250g

RRP: €2.99





About ChoViva

Developed in 2021 by the "Chocolate Siblings" Sara and Maximilian Marquart, ChoViva is more sustainable than chocolate while still providing the delicious and familiar taste experience that everyone knows and loves from chocolate.

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 these new ingredients, creating a rich chocolate 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, approximately 80% less carbon dioxide is produced in its manufacturing compared to chocolate.

Today, ChoViva is already available in various retail chains in the German market. 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 the most 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 startup's portfolio includes the world's first cocoa-free chocolate alternative, ChoViva, made from sunflower seeds.

Founded in 2021, Planet A Foods employs around 50 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.

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Images: [Image material](#) for the vegan Treets product with ChoViva