



## News: Daily News

### **May 8: Playboy Unveils Chocolate Line-up**

Professional Candy Buyer Exclusive

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Playboy Enterprises, Inc. is rolling out a range of premium milk and dark chocolates produced by Massachusetts-based Praim, LLC. Available nationwide at Spencer Gifts, the 3.5-ounce bars retail from \$3.99 to \$5.99.

Three milk chocolate varieties include I "heart" Playboy, with Playboy represented by the bunny logo; What Happens At The Mansion Stays At The Mansion; and Young & Loaded. Dark items made with 55 percent cacao include black boxes of Playboy in the brand's signature typeface; Living The Good Life; and I'm A Girl.

"Praim understands the chocolate business and makes the most decadent, all-natural gourmet chocolate," says Adrianna Chinnici, vice-president, licensing, Playboy Enterprises, Inc. "Our chocolate will be in sensuous and flirty Playboy-branded packaging and is great for a gift to that special someone, or when you just need that afternoon chocolate fix."