

GLOBAL License!

APRIL 2007



Chocolate Bunnies

Playboy enters the confectionery category with the debut of Playboy chocolates. Both milk and dark chocolate varieties are gift-boxed in fun and flirty packaging. The collection of premium chocolate bars is the result of an agreement with Praim, and is available now at Spencer's stores nationwide. Suggested retails range from \$3.99 to \$5.99.