



Swiss chocolatier Chocolat Frey has launched a new product innovation: a box of premium chocolate pralines conveying a personalized message, for when the spoken word isn't quite enough.

Marketed under the campaign strapline 'When words end, my message for you begins,' the Message For You concept is an original gift idea that does all the talking.

Travellers can customize their box quickly and simply themselves by opening the lid, rotating the selection of wrapped and worded chocolate pralines to spell out their message of choice, before displaying it in the clear cellophane windows. Using the word wraps provided there are 600 possible message combinations to choose from.

Further to the message selection inside the box, there are three pack designs to complement the mood of the giver and/or recipient. A 'classic, restrained, masculine' design is, says the brand, best suited for close friends or colleagues; a fresh duck-egg blue design has youthful appeal; and a romantic, floral design is ideal for female friends or family members.

Message For You also comes in two pack sizes: a large box containing 12 pralines, or a small stick format holding four individual chocolates. The contents are made from the finest Swiss milk chocolate, hazelnut cream and crunchy hazelnut pieces. Each praline is wrapped in glossy, red aluminium foil featuring a different word or phrase.

Currently available exclusively in selected Heinemann duty free stores across Europe, Chocolat Frey has expressed its intention to win listings their gifting innovation worldwide, supporting its launch through a series of interactive promotions.