

Leonidas celebrates summer with the launch of limited edition gift box

Belgian chocolate brand, Leonidas is running a high profile promotion to celebrate the launch of its limited edition Summer Collection of chocolates at Brussels Airport.



The promotion began in May with International Duty Free in Brussels-Zaventem Terminal B and will take place in Terminal A through July.

“Vibrant colours combined with delicious fruity chocolate flavours make the Leonidas Summer Collection the perfect way to celebrate the warmer months, while the range of sizes and price points ensures its appeal among shoppers,” says the brand.



Inside the Leonidas Summer Gift Box in its contemporary-style sleeve are 16 pieces from the Irresistible Collection.

Flavours included the following: strawberry and butter cream with a touch of acacia honey in a white chocolate shell; peach butter cream with acacia honey in a milk chocolate shell; blackcurrant butter cream with acacia honey in a dark chocolate shell and pink grapefruit butter cream with acacia honey in a marbled milk chocolate shell.

The round Leonidas Dora Gift Box, in orange or pink with matching satin ribbon, contains 22 Belgian chocolates.

Taking advantage of the promotional platform, Leonidas is also highlighting products from its core collection, including the Leonidas Cube Almonds, the For You Duetto and Louise and the 19-piece Leonidas Dark Gift Box.

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