FOR IMMEDIATE RELEASE

**President Obama’s Favourite Chocolate arrives in London**

The biggest fans of Fran Chocolates, the Seattle based artisan chocolate company, are President Obama and the First Lady. They each prefer a different version of the now famous Salted Caramel, which has become a staple at The White House.

London is about to get a taste of these amazing Salted Caramels.

Fran’s Chocolate has not been seen in Europe’s retailers before, but Saturday the 27th September will see the product launching in store this side of the Pond in London, with Divertimenti on the Brompton Road being chosen to launch the brand. Divertimenti has been at the forefront of culinary trends for over 50 years.

There are two varieties of the salted caramel, one with French grey sea salt and a milk chocolate version with a smoked sea salt, they are packaged beautifully in boxes of 7, with a RRP of £7.95. The Fran’s launch has been planned with the launch of SaltWorks, two weeks ago, as Fran’s Dark Salted Caramel is made with SaltWorks product. Food Journalists across Britain have been treated over the Summer to a tiny three box sample of Fran’s in press packs from the importers of both Fran’s and Saltworks, Hungerford based, The Style Academy,

Saturday the 27th September is becoming known as “Salted Saturday” as Fran’s launches in-store. This is the first chance for the public to see and get involved with the “salt bar” concept which is being unveiled for the first time. There will be over 75 salts for the public to try and have a free sample, along with a demonstration and tasting of food cooked on Himalayan Salt Blocks. The new food trend also just launched here in the UK. This is all happening at Divertimenti at 277-229 Brompton Road, London, SW3 2EPfrom 11am until 6pm.

The campaign to educate Britain on the use of salt in our everyday lives is #britaingetssalted. For further information of all of the above please get in touch with The Press Office on 10264 310717 or email pressoffice@the-style-academy.com

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