

Hu expands product line with Dark Chocolate Bites

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Hu, the chocolate brand known for its commitment to simple ingredients and indulgent taste, is expanding its product lineup with the launch of their individually wrapped Dark Chocolate Bites in three delicious flavours: Hazelnut Butter, Cashew Butter + Pure Vanilla Bean, and the all-new Creamy Coconut. This marks the brand's second major innovation in the past year, following the debut of Snack-Size Bars last September, further reinforcing Hu's dedication to delivering indulgent and delicious chocolate options, no matter where you go.

Hu's Dark Chocolate Bites bring a new twist to indulgence with six individually wrapped Bites available in 2.75 oz pouches – perfect for satisfying cravings on the go or a post-dinner sweet treat. Each Bite features a creamy centre coated in Hu's signature dark chocolate, crafted with the same simple ingredients and irresistible flavours consumers love. The Bites will debut in three crave-worthy flavours: Hazelnut Butter, Cashew Butter + Pure Vanilla Bean, and the all-new Creamy Coconut, with 4-6 ingredients in each product.

"We're incredibly excited for our fans to try the new Bites. Our team put a lot of heart into this launch, and it shows. This line continues our long legacy of chocolate innovation, especially with our first-ever creamy coconut-filled chocolate. We think we nailed it. The Bites are delicious, convenient, and made to be enjoyed anytime, anywhere," said Jordan Brown, Co-Founder of Hu.

Committed to clean ingredients, while still creating enjoyable and indulgent moments, Hu is on a mission to revolutionise the simple-ingredient chocolate industry by offering organic, Fairtrade chocolate that's as delicious as it is wholesome. With this new product expansion, Hu strengthens its leading place in the market by consistently delivering simple ingredients and exceptional taste, now individually wrapped so you can indulge any time, anywhere.