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## **Endangered Species Chocolate Expands Oat Milk Line into Baking Aisle** Launch of Oat Milk Chocolate Chips Gives Bakers a Better Choice

**INDIANAPOLIS (DATE)** – Expanding on its oat milk chocolate offerings, Endangered Species Chocolate (ESC), is launching the first plant-based milk chocolate chip. Made with real, gluten-free oats and 55 percent cocoa, the Oat Milk + Dark Chocolate Premium Baking Chips are a better alternative with half the sugar of standard baking chips. The new product will be available this month at Whole Foods Market stores and additional retailers nationwide, and online at [www.chocolatebar.com](http://www.chocolatebar.com).

“When we launched the Oat Milk Chocolate Bars earlier this year, the consumer response was overwhelmingly positive to the dairy-free alternative,” said Whitney Bembenick, ESC’s Director of Marketing and Innovation. “Customers love the lower sugar content and the sweet, creamy taste that oat milk brings to the table and with no ingredient substitutes in any of our products it is by far the better-for-you alternative. We wanted to replicate these benefits found in the oat milk chocolate bars and bring them to the baking aisle to change baked goods for the better.”

ESC looked at all of the options — from almond to coconut milk — when creating the new offering. Nothing compared to the flavor profile that oat milk provided. Since its launch in January 2020, the Oat Milk Chocolate Bar line has been the most successful new product launch in the company’s history.

“We are excited to offer Endangered Species Chocolate’s new baking chips because they offer our customers a new, plant-based chocolate chip option without compromising on flavor,” said Chris Poling Global Baking Buyer at Whole Foods Market. “The baking chips are innovative and also fill a need for our customers looking for a lower sugar baking chip.”

Like all of ESC’s products, the Oat Milk + Dark Chocolate Premium Baking Chips are made only with real ingredients — no mystery additives. The addition of oat milk coupled with the benefits of dark chocolate bring a better, less sugary option to the marketplace. Compared to dairy milk, oat milk is lower in cholesterol and provides heart health benefits. In addition, ESC’s baking chips are certified vegan and gluten-free.

### **About Endangered Species Chocolate**

Endangered Species Chocolate (ESC) is passionate about bringing authentic chocolate to the marketplace with real, responsibly sourced, health-conscious ingredients and no mysterious sweeteners or additives. Never wavering on its quality and sustainability practices, ESC products not only taste good but make a true impact on the world. Since 2016, ESC has donated over \$2.1 million to its GiveBack Partners who focus on wildlife conservation. For more information visit us at [chocolatebar.com](http://chocolatebar.com).