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**Contact: Amy Crowley
513-400-2813
amy@crowleyconsulting.net**

Endangered Species Chocolate Leads the Way in Vegan, Plant-Based Chocolate Trend Oat Milk is the Star in its Four New, Better-For-You Chocolate Products

INDIANAPOLIS (March 15, 2021) – While some of the world’s largest chocolate brands recently announced they are eyeing the better-for-you confectionery space, Endangered Species Chocolate (ESC) has long offered a variety of products that meet the health and wellness goals of today’s consumer. Having perfected a plant-based offering for over a year now, ESC is leading the way in innovation and has only just begun. With the launch of ESC’s newest oat milk chocolate bars, the company now offers the largest selection of oat milk chocolates available in the U.S., answering consumer demand for smoother-tasting and lower-sugar options that are better-for-you and better-for-the-environment.

“We pride ourselves on being at the forefront of plant-based chocolate innovation,” said Whitney Bembenick, Director of Marketing and Innovation at ESC. “The launch of our Oat Milk Line in 2020 laid the foundation for what many consumers are now seeing more of on the shelves today. While other brands are just beginning to follow in our footsteps, launching vegan and dairy-free options, we’ve been doing so for nearly 30 years, and we continue to stay true to our authenticity, providing delicious chocolate made with real ingredients. The addition of oat milk has allowed us to leave out the sugar alcohols and sweetener substitutes that many other brands include in their lower sugar, vegan options. Based on our research, that’s not what consumers are looking for. They want real simple ingredients, not fillers and bulking agents.”

Since January of last year, ESC has owned the better-for-you trend with the launch of its first dairy-free Oat Milk + Dark Chocolate Collection. It quickly became one of the brand’s best-selling products. Since then, ESC has continued to expand on this oat milk line with the launch of Oat Milk + Dark Chocolate Premium Baking Chips in July of 2020 and now with its latest launch of four new Oat Milk products. ESC now has a total of eight products using its Oat Milk Chocolate blend. The full line includes:

- **NEW:** 75% Cocoa Oat Milk, Mixed Berries + Dark Chocolate
- **NEW:** 75% Cocoa Oat Milk, Coconut & Almonds + Dark Chocolate
- **NEW:** 75% Cocoa Oat Milk, Sea Salt + Dark Chocolate
- **NEW:** 75% Cocoa Oat Milk + Dark Chocolate Chips
- 55% Cocoa Oat Milk, Rice Crisp + Dark Chocolate
- 55% Cocoa Oat Milk, Sea Salt & Almonds + Dark Chocolate
- 55% Cocoa Oat Milk + Dark Chocolate
- 55% Cocoa Oat Milk + Dark Chocolate Chips

-more-

With the introduction of the 75% oat milk products, ESC has solved the dilemma that many chocolate lovers face: taste versus less sugar. ESC’s dark chocolate combined with smooth and creamy oat milk, delivers on the taste consumers want, with half the sugar of most 70% dark chocolates. The result is a collection of 75% Dark Chocolate Bars and Premium Baking Chips that not only offer crave-worthy flavors, but also all the benefits that higher cocoa products are known for.

“As a dietitian who believes that eating healthy can and should taste good, I love that Endangered Species Chocolate has created a lower sugar, dairy-free chocolate option that doesn't sacrifice taste, thanks to smooth and creamy oat milk,” said Rachael Hartley, RD, LD, certified intuitive eating counselor. “As I always remind my clients, depriving yourself isn't helpful, so eat the foods you enjoy, but that doesn't mean you have to ignore nutrition. Having a non-dairy, alternatively better chocolate option with the benefits of dark chocolate and no artificial sweeteners is a winning treat in my book.”

The 55% and 75% cocoa oat milk chocolate collection is available on www.chocolatebar.com and most flavors are available at a wide variety of retailers including: Whole Foods Market, Sprouts, Natural Grocers, Target, News Season’s Market, The Fresh Market, HEB and HyVee and will expand into other retailers throughout the year.

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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 \$2.6 million to its GiveBack Partners who focus on wildlife conservation. For more information visit us at chocolatebar.com.

