

# PLAYin CHOC partners with PLAY airline out of Iceland



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Starting this month, organic and allergy-free Peruvian milk chocolate will be available for the first time on the Icelandic airline, PLAY. The carrier has signed a new supplier partnership with UK-founded, multi-award-winning organic chocolate brand, [PLAYin CHOC](#).

The partnership will see PLAY stock PLAYin CHOC's Organic Peruvian M•lk Chocolate, which recently won the prestigious title of *World's Best Plant-Based Chocolate 2022*. The 30-gram JustChoc Box will be carried as part of the menu on 27 worldwide routes out of Iceland.

PLAYin CHOC's plant-based organic recipe is made from three plants: the finest Peruvian cacao 100% criollo beans, from small farm collectives, Indonesian creamed coconut and coconut sugar, and premium Madagascan Bourbon vanilla – making it cabin safe, as it is free from the main 14 allergens.

Each three-piece JustChoc Box comes with three individually wrapped chocolates, for freshness, portion control, hygiene and portability. Each chocolate is wrapped in plastic-free home compostable plant cellulose which is also marine biodegradable.

For travel retail, the brand features 66 collectible ToyChoc Boxes across five ranges, and its JustChoc Boxes in m•lk and dark flavors contain multiple 10-gram mini bars of the world's best plant-based organic chocolate.

“This is a really exciting move for PLAYin CHOC. Being able to offer PLAY passengers our award-winning range is fantastic but also having the peace of mind that our chocolate is free from the 14 most common allergens is reassuring for all of those traveling on board each PLAY flight, and we are really proud of that.

“With many award wins under our belt for this range we are confident that the passengers will be delighted on taste. We’re supplying our Organic Peruvian M•lk Chocolate for the PLAY menu so it’s perfect for kids and adults alike – it’s delicious,” comments Dominic Simler, PLAYin CHOC Managing Director.

PLAYin CHOC is sold in over 30 countries, 3000+ stores and is available from 30 global distributors. For more information visit [www.playinchoc.com](http://www.playinchoc.com) or [www.instagram.com/playinchoc](https://www.instagram.com/playinchoc).